Registered at the G.P.O. as a newspaper.

AUG. 11th, 1950.
9d. copy, 30/- year.
PUBLISHED WEEKLY

The Furnishing World

& FURNITURE BEDDING & UPHOLSTERY MANUFACTURER

The MARCHIONESS Mattress

for PERFECT DESIGN and CONSTRUCTION

THE MERSEY BEDDING CO. LTD

23-31 GILDART STREET, LIVERPOOL, 3. Tel: North 2455-6-7, Grams: BEDDING LIVERPOOL

SUMMERS

Productions

SET THE SEAL ON FINE DINING ROOM FURNITURE

J. SUMMERS & SONS (Furniture) LTD. GARMAN ROAD, TOTTENHAM, N.17

Telephone: TOTtenham 5201

Finer
Finished
Furniture

GOLDWYN FURNITURE

BEDROOM SUITES AND BEDSTEADS

H. Goldich & Sons

ASHBRSHAW MILL, GREENGATE, MIDDLETON JUNCTION, NR. MANCHESTER.

Telephone: MIDDLETON 3631 (3 LINES)

SEMPLE & CO LTD

Furnishing Fabrics
Prints-Canvas

5-6 WELL COURT · QUEEN STREET
LONDON E·C·4
CABLES SELVAGE LONDON

a PRODUCT of
STEEL'S
LONDON

To-day's "BUYER'S MARKET"
Demands a
GUARANTEED PRODUCT
Sold Under
a BRANDED NAME

ALL "Steelux" products bear a two year Guarantee

SPRING MATTRESSES
FOLDING BEDS
METAL DIVANS
TUBULAR BEDS

W. STEEL & Co LTD

ROBINSON ROAD CAMBRIDGE HEATH LONDON E. 'PHONE: ADVance 1181/2

Radnor

a fine example of D & H quality and finish *is shown in this inexpensive Set which can be sold below the maximum price.*

RADNOR SET

- 4' 6" sideboard with shaped ends and highly figured bow-fronted doors. The interior is fitted with a full length shelf and two drawers, one being baize-lined for cutlery.
- Draw-leaf, panelled-end table 3' 3" x 2' 8" extending to 5' 3" x 2' 8". This table is very rigid, and the top is constructed from Block Board.
- Dining Chairs: Loose seat, upholstered in beige leathercloth, shaped veneered panelled back.
- The whole set is veneered in a pleasing combination of straight grained and highly figured walnut with sycamore embellishments, and the sideboard is mahogany lined.

DANCER & HEARNE BROS LTD.

LINDSAY AVENUE, HIGH WYCOMBE

PENN STREET, AMERSHAM · PEN-Y-BANK ROAD, AMMANFORD

Chairs & furniture schemes

"NERO" REGISTERED TRADE MARK

CAMEO
FURNITURE

Choice Selection of
Antique Reproduction Pieces
Utility and non-utility

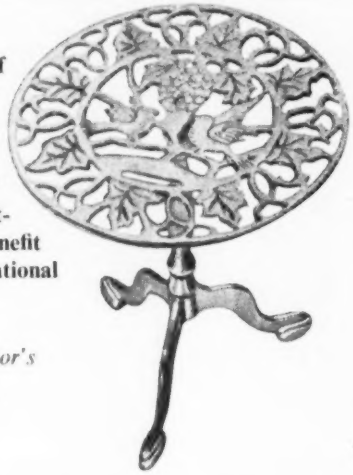
S · MATTHEWS & SONS · LTD
ANTIQUE REPRODUCTION FURNITURE MANUFACTURERS
REGENCY WORKS · 3 VYNER STREET · LONDON E.C.2
TELEPHONE ADVANCE 3827 TELEGRAMS SMASONS, BETH., LONDON

★ *Brassware at its Best* ★

THE attraction of brilliant "Peerage" Brassware is instantaneous and almost irresistible.

Display it prominently and reap full benefit from the effective national advertising.

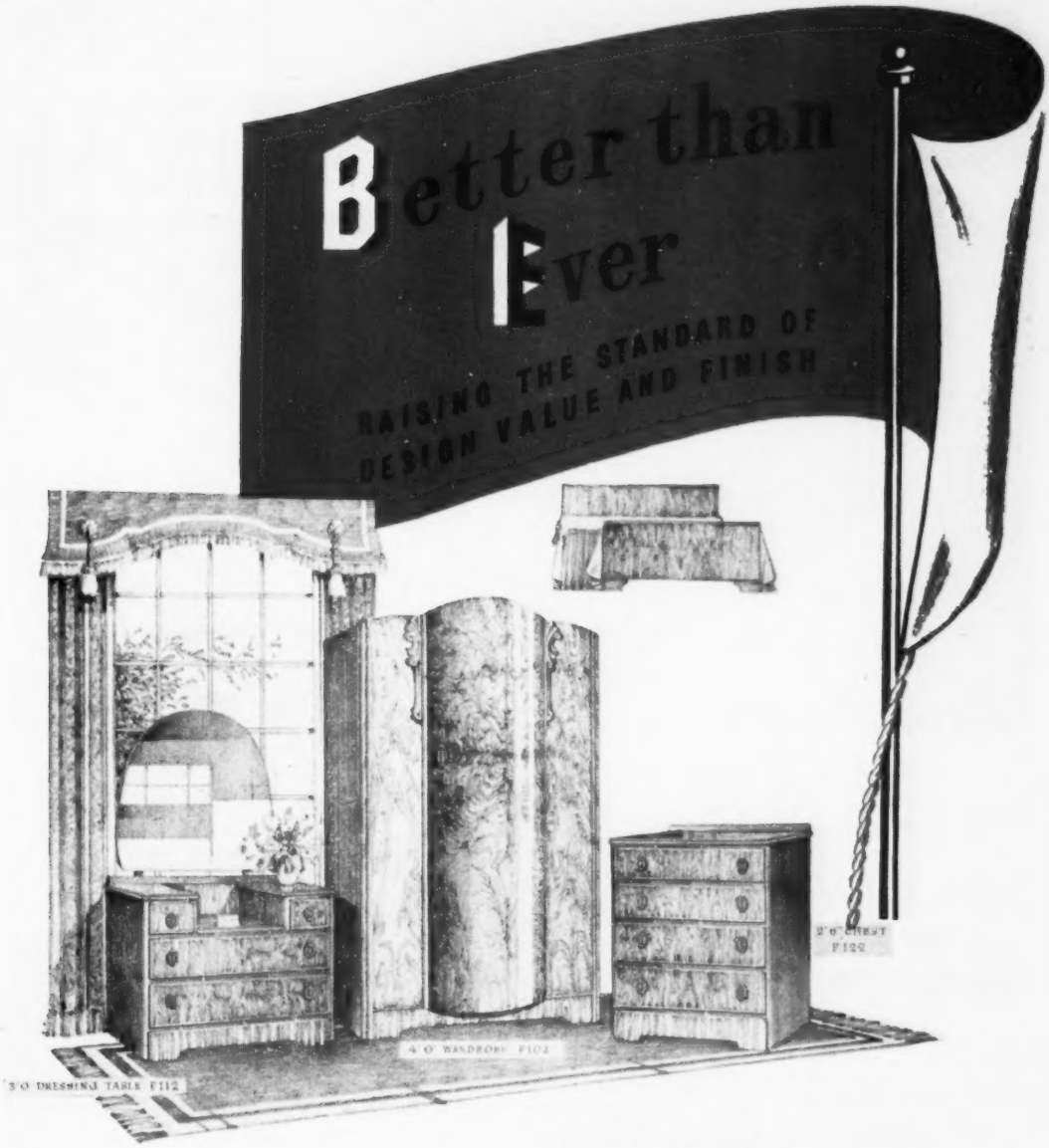
Write for Distributor's Digest No. 6.



This nameplate, reproduced in colour, is available as a showcard (9" x 4").

"Peerage"
NEEDS NO CLEANING

Pearson-Page-Jewsbury Co., Ltd.
12, Westwood Works, Birmingham, 6



The Larkswood

Bow-Door Walnut Suite

A beautifully designed 4′ Bedroom Suite in figured walnut made to traditional BLUESTONE & ELVIN high standard of quality in bedroom furniture.

BLUESTONE & ELVIN LTD.

BEEANESE WORKS WALTHAMSTOW E.17

B&E FURNITURE

"Light Alloy"
or
Composite

Maximum Capacity
Furniture Van Bodies
For All Makes of
Chassis

Send for
Full Particulars and Brochure

Albion, 1,600 cub. ft., 20 m.p.h.

PAINTING AND DISPLAY WRITING A SPECIALITY

ARLINGTON BODYBUILDERS, LTD.

HIGH ROAD, PONDERS END, ENFIELD, MIDDLESEX *Telephone: HOWARD 1266*

YOU ARE INVITED

TO ATTEND A

SPECIAL EXHIBITION

OF OUR LATEST MODELS IN THE READING ROOM OF

The Royal Hotel,

Woburn Place, London, W.C.1

From : Monday, August 14th

To : Friday, August 18th

Where MR. D. VALE and MR. J. FREEDMAN will be pleased to see you

Freedman Upholstering

COMPANY LIMITED

17-29, CANNON STREET ROAD, LONDON, E.1

ROYAL 4016/8

CASTLE BROTHERS
(FURNITURE) LTD.

Furniture Manufacturers

CRESSEX
HIGH WYCOMBE

•

Telephone: HIGH WYCOMBE 1393

UPHOLSTERY
That merits attention

The Model illustrated is our WIMSLOW SUITE

U. M. GASKIN & SON
MANUFACTURING UPHOLSTERERS

OFFICE AND WORKS: 7-11, LOW HILL, LIVERPOOL 6

Telephone: ANfield 437

New BEDINET

includes Dressing Table feature

All the features that have made the BedInet famous are included in this new model 14, plus the boon of the recessed shelved top and mirror, with 6ft. by 2ft. 8in. bed and spacious bedding drawer.

MODEL 14 (F/121)
SELLS RETAIL COMPLETE WITH OVERLAY, £18 TAX FREE

another winner in the BLUE RIBBON range

Manufacturers Wholesale only

GREAVES & THOMAS LTD.

103, NORTHWOLD ROAD, CLAPTON, LONDON, E.5

AMHERST 3366 (10 lines)

Associated with John McGregor & Sons Ltd., Renfrew.

FIBRE PADDING

TO B.O.T. SPECIFICATION
FOR UTILITY UPHOLSTERY

FIBRE AND FLOCK FILLINGS

ALL UPHOLSTERERS' SUNDRIES

B S 1425

All fillings supplied by us are certified as conforming to the cleanliness standards prescribed by the British Standards Institution.

H. E. KERSHAW, LTD.

8, GREAT EASTERN STREET
E.C. 2

551, OLD FORD ROAD
BOW, E. 3

BIS 3456

ADV. 4241

Send your Priority Enquiries to

H. ANDERSON LTD.

Chair Works
STOKENCHURCH, BUCKS
Phone: RADNAGE 17

THE Anderson CHAIRS OF QUALITY

CHAIRS and STOOLS for NATIONAL NEEDS

UPHOLSTERY

BY

GARRETT

IS

GUARANTEED

C. GARRETT & CO. LTD.

POLLARD ROW,
LONDON, E.2

Telephones: BIS. 5619/5610

1899 — 1950

Homes that are brightest are DURANIDE *proud*

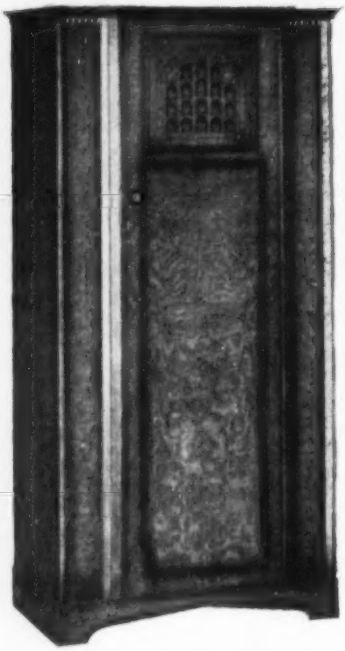
In the wake of colour movies, coloured magazines, Duranide is increasingly a part of the brighter modern home. The interior decorator can plan for enrichment with subtle shades or (welcome innovations) use lightest tints for his scheme. For Duranide does wear like new, is simply soap-and-water cleaned.

A gay and gracious pleasantry—
so very permanently practical.

Write today for particulars, prices and samples.

THE GREENWICH LEATHERCLOTH COMPANY LIMITED ST. MARY CRAY, KENT. RAVENSBOURNE 4674

knowles



No. R. 5060/1. 3 FT. OAK WARDROBE.

L. Marcus Ltd.

Manufacturers of Reproduction
Oak Bedroom Furniture

3′ 0″ - 4′ 0″ Bedroom Suites
Hall Wardrobes
Bedsteads
Pedestal Cupboards

Send for Illustrated Details

75/77 East Road, City Road
London, N.1

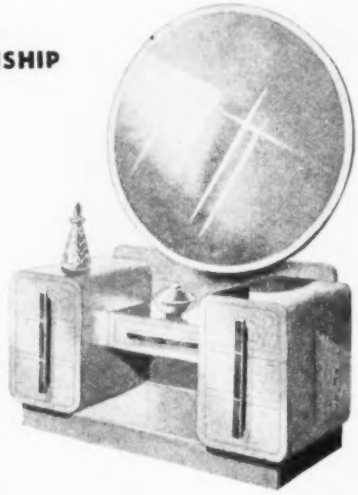
G.E.S. CURTIS & CO LTD
61 ALBERT SQUARE, STRATFORD, E.15
MAR. 3560/2803

Showrooms:
634/6, HIGH ROAD,
LEYTONSTONE, E.11

UPHOLSTERY
AND BEDDING
MANUFACTURERS

SPECIALISTS IN
HAND MADE
MATTRESSES & FIRESIDE
CHAIRS OF
DISTINCTION

DESIGN
CRAFTSMANSHIP
FINISH



Furniture achieves perfect form in "HBH" construction with designs and finish to enhance the natural beauty of the wood—the special attention which marks all "HBH" productions.

Hill Buchanan Hall Ltd.
LONDONDERRY · NORTHERN IRELAND
Telephone: Londonderry 2956

DINING ROOM FURNITURE

that exemplifies character and charm

Nathan dining-room furniture is designed and constructed to the highest standards of craftsmanship. The illustration shows a typical Nathan Dining Set, including the well-known Double Bow Sideboard, with concealed Expanding Cocktail Cabinet fully open (Patent applied for 29399/49).

This Sideboard can also be supplied with four drawers in place of Cocktail Cabinet

NATHAN

The accepted name for Better Quality Furniture

B. & I. NATHAN LTD., ANGEL ROAD, EDMONTON, LONDON, N.18 TOT 2246/7

"You'll see what I mean,"
says TOM MALLET

"Look at any display of Lawrencia Furniture, and you'll see exactly what I mean by good workmanship. Every piece shows good, honest craftsmanship—*my* sort of craftsmanship. That's what every customer wants—and gets whenever he buys Lawrencia."

for quality and craftsmanship

'Lawrencia' Furniture

William Lawrence & Co. Limited, Colwick, Nottingham

Free from Licence!

NEW HESSIAN

In various widths **or** pieces made up into rolls ideal for furniture trade.

NEW PAPER MATTRESS COVERS
Manufacturers of above for Mattresses
Size ranging from 2'6" x 6'3" to 4'6" x 6'3"

Write to:-

THAMES SACK & BAG CO. LTD.

SMITHFIELD WHARF
FURZE STREET, BOW, LONDON, E.3
Phone: EAST 2951

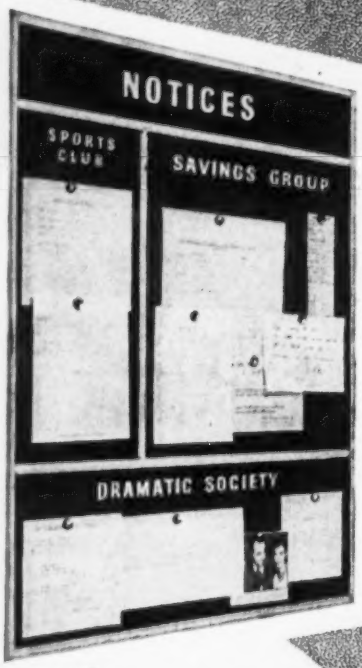
Wherever you are—

Stonehill will supply you

Every week Stonehill delivery vans visit big towns and small throughout the British Isles. And no matter where you live you can have the full benefit of Stonehill's door-to-door delivery. This Service ensures that every dining room suite will be delivered to you in factory fresh condition, free from damage or blemish. Get on to Stonehill and ask to see photographs of their newest range of dining room suites—each one is a winner.

STONEHILL FURNITURE

STONEHILL FURNITURE LTD., ANGEL FACTORY COLONY, EDMONTON, N.18. TEL: TOTTENHAM 6721 (PBX)



a good saver is a good worker

Have YOU got a staff savings group?

Starting a Staff Savings Group is a simple process. All the information, equipment and publicity material you require will be gladly sent free of charge on application to your Local Savings Committee or to the National Savings Committee, 1-5 PRINCE'S GATE, LONDON, S.W.7.

Issued by the National Savings Committee

ESTD. 1908

BEDSTEADS
IN ALL DESIGNS

Please send for photographs and price lists

Springs supplied with Bedsteads if required

S · SHEAR & SONS LTD

53-55 · ST · MATTHEWS ROW
LONDON · E·2

PHONE BISHOPSGATE · 1068 - 9 5641

Real Craftsmanship is seen in

"TYGIL"

REGD:

MAKERS OF ALL TYPES OF BEDDING FOR OVER 3-QUARTERS OF A CENTURY

SPRING INTERIOR MATTRESSES

★

TYSON & GILL LTD

LARKHILL WORKS, ST. GEORGE'S RD., BOLTON

TEL: BOLTON 466

CINNAMON FRAMES

consistently strong!

Precision machines, skilled makers, and over 40 years experience ensure consistent strength and good finish. Only thoroughly dried wood used.

Stuffover & showood chair & settee frames of all descriptions.

PROMPT DELIVERY OF ATTRACTIVE FIRESIDE FRAMES

Please Write For Catalogue

J. CINNAMON LIMITED, FIRMBACK WORKS, ANDREWS RD, CAMBRIDGE HEATH, LONDON, E.8.

NEEDLES ARE NEEDLESS

WHEN YOU USE

JIFFYTEX

FOR

SEAMING, BACK STRAPPING, CROSS JOINING, PILE BONDING and LAYING OF CARPETS

80% LABOUR SAVED ON COSTS

Read what a user says :—

UPHOLSTERER AND CABINET MAKER **N. Wales**

26th June, 1950

Dear Sirs,

Please find enclosed in payment of Jiffytex, the finest "helper" that I ever had the luck to enjoy.

I really wish that you were able to advertise all that this wonder can do. I have tried it with various carpet work, etc., but I also have repaired my camera bellows with it, with success. I wish you all the luck in this product and trust you will help most Upholsterers, such as myself, who is a lone wolf and cannot as yet find it possible to employ labour. For such as our case, your Jiffytex is a real "god-send."

I shall return your tin as soon as possible, and at the same time, re-order another gallon.

All success to you,

Yours faithfully,

(Signed) WM. ROBERTS.

JIFFYTEX MAY ALSO BE USED SUCCESSFULLY FOR COCO MATTING, GIMPS, ETC.

TRY IT YOURSELF AND SEND FOR 10-DAY FREE TRIAL SAMPLE AND PARTICULARS TO

D. C. LONCRAINE & CO.

UPAVON, WILTS Tel. : UPAVON 55

- DAMASKS
- TABOURETTES
- SATINS
- TAFFETAS
- UNCUT MOQUETTES

BAKER DULLEY & Co. Ltd.

fine quality furnishing fabrics

SHOWROOMS:
33 PERCY STREET,
Tottenham Court Road,
LONDON, W.1
Tel.: MUSeum 8230

The NORTHERN BEDDING Co. Ltd.

Take pleasure in presenting their famous

Lunarest

SPRING CENTRE MATTRESSES

Also Designated Manufacturers for
Upholstery, Bed Settees, Divans, Nursery Furniture, and Bedding of all descriptions.
THE NORTHERN BEDDING CO. LTD.
Kingsway, Team Valley Gateshead, 11
Grams: "Meshes, Gateshead, 11" Tel: Low Fell 75096

LEVIN *for* CHAIRS

ONCE again we are specialising in the design and manufacture of chairs in exclusive designs to match modern and reproduction DINING SETS in oak, walnut and mahogany.

When you want dining chairs that will help you sell your sets, you can safely "leave it to LEVIN."

We also make stools to match Bedroom Suites—and once again the designs will be exclusive to you.

M. LEVIN LTD.

115, WILTON WAY, HACKNEY, LONDON, E.8

Telephone: AMHerst 3414

Leave it to LEVIN

CONVEX FRAMED MIRRORS
IN GILT FINISHES

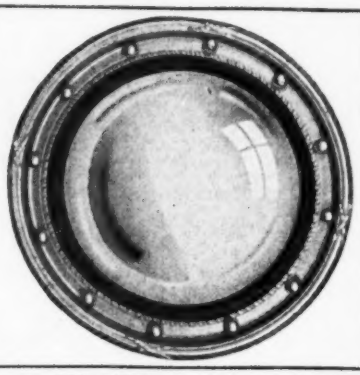
FRAMELESS MIRRORS

BATHROOM CABINETS

THESE ARE OUR MAIN PRODUCTIONS

ILLUSTRATIONS WITH PRICE LISTS ON APPLICATION TO:—

APPLIED ART GLASS CO., LTD. SIMES ST. WESTGATE
TELEPHONE: BRADFORD 24631-2 BRADFORD, YORKS.



Simbros

Symbol of Quality

HAND FINISHED DINING
SUITES IN OAK
AND WALNUT

Simbros
(FURNITURE MANUFACTURERS) LTD.
Hague Works, Hague Street, London, E.2
Phone: BIS 5509 & 8404

UPHOLSTERERS!

We can now offer immediate deliveries ex-stock of—

FABRICS BRITISH & IMPORTED

MOQUETTES
JACQUARD VELOURS
TAPESTRIES

REXINES & LEATHERCLOTHS

☆ ☆ ☆

PLATFORM CLOTHS
POCKETED INTERIORS
HESSIANS & RUCHES

Call, write or phone — Samples on request

SIDNEY KING & CO., LTD.
UPHOLSTERERS' WAREHOUSEMEN
48, ISLINGTON,
LIVERPOOL 3
Telephone: NORTH 0322

Advertise THE **PHOTO-WAY**

SPEED saves you money by eliminating time lag and puts your products in the public eye without delay

QUALITY in reproduction gives maximum emphasis to the quality of your product.

Our Rapid mass production of real photographic prints, showcards, etc., combines these two advantages with low cost 'Phone or write now for price list.

CEN 7921

Prop.: R. A. (Postcards) LTD., ST. BRIDES HOUSE, SALISBURY SQ. LONDON, E.C.4

SPEED · QUALITY · SERVICE

WYCOMBE

★

'S&M'
INDIVIDUALLY
DESIGNED
furniture of
QUALITY

S&M

furniture
for the
Dining
Room

STYLES & MEALING LTD.
• *furniture* •
OGILVIE RD. - HIGH WYCOMBE - BUCKS
Telephone: HIGH WYCOMBE 1313/4

A. SCOTT (DURIDE) LTD.

GREEN LANE WORKS, SHEFFIELD, 3

SOLE MAKERS OF "DURIDE" AND "ASCOT" UPHOLSTERY

ASCOT UPHOLSTERY FIRST TO GET HOME

YOU CAN RELY ON OUR SERVICE AND DEPEND ON OUR PRODUCTS

FIRESIDES • BEDSETTEES • THREE PIECE SUITES

PORTWOOD *furniture*

P.L.P. LTD. STOCKPORT

P. LEACH PRODUCTIONS LTD.
Vernon Mill · Portwood · Stockport
Tel.: STO 2428/9

PARAGON FURNITURE LTD.
31 Charlotte Rd., Great Eastern St., London, E.C.2
Telephone: BIS. 1042
QUALITY WALNUT BEDROOM SUITES

R. G. & J. SCRIVENER

GUARANTEED DELIVERY AND QUALITY

FOR CHAIR FRAMES OF EVERY DESCRIPTION

38/40 UPPER CLAPTON RD., E.5
Telephone: AMHerst 4831

CHAIR FRAME MANUFACTURERS ASSOCIATION
LABOR ET INTEGRITAS

Millions of People want a "GOOD NIGHT"!

You

CAN GIVE IT TO THEM BY SELLING THEM

The mattress market is Nation-wide; "Good nights" are desired by everyone . . . every night. They want their rest assured! You can give it to them by selling them "Rest Assured" Mattresses and Divans. Quality mattresses made to the highest standards of workmanship—available in all grades. Write for details.

REST ASSURED

MATTRESSES & DIVANS

Fpmous for quality for over 50 years.

F 801 "Pioneer" Folding Divan Set on eight removable legs 4' 6" or 4' 0". The answer to the 'getting up stairs' problem. 4' 6" size £18. 3. 4. Retail and S 53 Headboard if required £1. 11. 3.

F 811 "Thames" Divan Set 3' 0" £14. 14. 0. Retail

REST ASSURED

BEDDING COMPANY · NORTHAMPTON

Phone: NORTHAMPTON 5981 (3 lines)

REST ASSURED Bedding Co., Broad Street, SYSTON, Nr. Leicester (Tel: Syston 86122)

REST ASSURED Upholstery Co., Ltd., Broad Street, NORTHAMPTON (Tel: 5981)

REST ASSURED Upholstery & Bedding Co., PONTYGWAITH, Rhondda, South Wales (Tel: Ferndale 194)

Contemporary Furniture

Finewood Products Ltd.

Interior Architecture

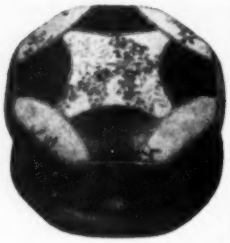
FINEWOOD PRODUCTS LTD. TRADING ESTATE, SLOUGH, BUCKS

Telephone: SLOugh 22925.

A fine wood Sir!

are you missing

VALUABLE BUSINESS?



Pouffes are growing in popularity—the entries in our order book during the past few years prove this beyond question.

Lovers of beautiful and luxurious furnishings are taking a lively interest in the high quality and charm of Sherborne productions—

spring interior seating—spring pouffes—hide pouffes spring interior cushions—church hassocks—slipper boxes.

Write for full particulars of the Sherborne range and price list

OUR SERVICE DEPARTMENT
We make or repair spring cushions of any size or shape. Pouffe cases filled or spring filled. Pouffes and hassocks from customers' own material.

Sherborne
UPHOLSTERING COMPANY
Pouffe Manufacturers, Garfield Avenue, Manningham, Bradford, Yorks, England
Telephone: Bradford 41309

The FORWAY
PAT. NO. 389777

A REVERSIBLE SOLID OAK TOP AND A LEVEL UNPOLISHED TOP IN THREE POSITIONS FOR HOUSEWORK

SUPPLIED IN OAK WITH SQUARE TAPER TOE LEGS OR WITH ANY UNDER-FRAME IN OUR PRESENT RANGE OF DINING ROOM FURNITURE

Dual purpose table

Sole Makers and Patentees:
JAMES LUPTON & SONS Ltd., LEEDS
TONG ROAD MILLS Tel. 38565

LEE & HOLLOMON
(Prop. WALTER LEE)
for OFFICE FURNITURE

17 WEST END STREET
HIGH WYCOMBE
'Phone: 1097

"Relaxateze"
UPHOLSTERY
● SPECIALISTS IN HIDE AND LEATHERCLOTH
Telephone: COLlyhurst 2677
17 STRAND STREET
(Off Woodward Street)
MANCHESTER 4

Are you watching

THE SALES-PROMOTING DESIGN EFFECT BEHIND

"Talent"

FURNITURE

for the modern Dining Room

F·H·MARSHALL & CO LTD

RAYLEIGH · ESSEX · Phone 561-4

SCOTTISH SHOWROOMS · 5 WELLINGTON STREET, GLASGOW

H. GIBBS & CO.

— Manufacturing Upholsterers —

27/29 BESWICK ROW, MILLER STREET, MANCHESTER, 4

TELEPHONE : DEANSGATE 6492

UPHOLSTERY

EMBODYING LATEX FOAM INTERIORS

GOES DOWN QUICKLY —AND STAYS DOWN

Extremely tenacious . . . economical because so easily spread

WHEN you lay a linoleum, cork tile, or rubber tile floor, your reputation depends on something that's never seen — the adhesive.

Even at extra cost, you would want to use the best you can get. But Armstrong's Linoleum Cement costs no more, and actually *saves* you money. It is so extremely tenacious that a thin coat does the job perfectly. And it is so easily spread that every gallon covers the maximum area.

With this excellent cement, your linoleum, cork tile, or rubber tile floor (paper-felt underlay, too, where required) goes down quickly and easily, and *stays* down. You can be sure it's there for good.

Supplied in 1-gal. cans and 5-gal. drums

ARMSTRONG'S
LINOLEUM CEMENT

WHY NOT TRY IT OUT ? Write for a **FREE SAMPLE** *to Department C4, Armstrong Cork Company Limited*

Imperial Bldgs., 56 Kingsway, London W.C.2. Phone: Chancery 6281
Scottish Branch 5 Oswald St., Glasgow C.1. Phone: Central 5703

THE FINEST IN REPRODUCTION FURNITURE

2' 6" Writing Bureau in Reproduction style, manufactured in Walnut and Mahogany. We are in a position to offer other attractive reproduction lines.

THOS. W. McDONAGH, LTD

Furniture Manufacturers & Upholsterers

OBINS STREET, PORTADOWN, N. IRELAND. *Est. 1898*

FOR SERVICE SEND ORDERS TO

ROSE & CO.

Utility and Priority Chair Manufacturers

ELMER WORKS, WINCHMORE HILL, AMERSHAM, BUCKS.

'Phone : Amersham 502

6641 Nos. 4 and 4a KITCHEN CHAIRS for ENGLAND, SCOTLAND AND WALES

MEALING BROS. LTD.

Avenue Chair Works
HIGH WYCOMBE

Superior Quality
CHAIRS *for*
CHURCHES, HALLS AND ESSENTIAL WORK

Telephone: High Wycombe 499

NURSERY ATCRAFT PRODUCTIONS BRITISH MANUFACTURE **FURNITURE**

No. 1908 **Nursery Cot**

Polished in Light or Dark Colour or Enamelled in either Blue, Pink or Cream.

E ATKINS *Limited*

ATCRAFT WORKS - ALPERTON - WEMBLEY . MIDDX.

For Courteous and Prompt Service——————Telephone: Anfield 3063

P. GOLIGHTLY, LIMITED

QUALITY
BEDDING MANUFACTURERS
SINCE 1867

PHOENIX MILLS, SOLOMON STREET, LIVERPOOL, 7

waldenberg Bros. Ltd.

CCI

★ FIRESIDES
★ SIDEBOARDS
★ DINING TABLES
★ THREE PIECE SUITES
A AND B GRADES

Supplying all Districts under Latest Zoning Arrangements

NEW YORK ROAD, LEEDS 2

MK

-MODERN-AGE-
UNIT-FURNITURE

FOR THE LIVING-ROOM
will
PERMANENTLY increase your sales, and
POSITIVELY multiply your customers. Contact us at once for details of this new sales compelling idea.

EMKAY FURNITURE PRODUCTS, LTD.
RIVERSIDE ROAD, WATFORD, HERTS,
Phone: WATFORD 5273

Chair Frames

A GOOD FRAME
CREATES A GOOD NAME
SO WHY NOT TRY A SUPERIOR FRAME

THE SUPERIOR CHAIR CO.
93, 93a & 96, Kempston Street
LIVERPOOL, 3 *Tel.*: NORth 2570

DAVID A. CADENHEAD & SON

Wholesale Upholsterers' Warehousemen
and Floorcovering Distributors

120, 122 & 126, CAMBERWELL RD.,
LONDON, S.E.5

Phone: ROD 3460 Grams: Cadenheads, London

Please write for price lists

J. MANDLEBERG & CO. LTD.

Established over 90 years

SALFORD, 6, LANCS.

JEMPROOF

A proved rubber-proofing process for over 50 years and adaptable to synthetics, plastics, or resins, etc. For all trades and every type of fabric and equipment.

JEMPRENE

A new process for the production of super leathercloths, plain and embossed, suitable for the Upholstery, Brief and Bag making, Suitcase and other trades.

SWAYVEL

A suede finish, cotton or rayon, applicable to a wide variety of fabrics, suitable for Garments, Shoes, Pouchettes, Handbags and many articles produced by the Fancy Goods Trades.

PRINTING

Attractive designs in single and multi-colour effects for rubber-proofed goods, P.V.C., and other sheetings, etc. Exclusive designs by arrangement.

MANDELLE

A Brand name for a wide range of Hospital Sheetings, Hand-made and Moulded Hot-water Bottles, Bathing Caps, and other Surgical Goods, etc.

RUBBER AND SYNTHETIC SPECIALITIES

The above famous brands are your safeguard and our guarantee.

The Craftsmanship of the past harnessed to the science of to-morrow, with a continuous record for highest quality, best results, and efficient service.

Telephone PENDLETON 1441 (8 lines) *Telephones:* "WATERPROOF, MANCHESTER"

QUALITY AND SERVICE

D. GOODCHILD & SON, LTD.

S. L. GOODCHILD, J. V. GOODCHILD, A. E. FRANKLIN

RELIANCE HOUSE, 51 GREAT EASTERN ST., E.C.2.

Telephones: BIShopsgate 6886/3117 *Telegrams:* Fabrics, Phone, London

Everything for the Upholsterer

In spite of the scarcity of materials we are still managing to keep all our pre-war clients supplied

Tudor Trimmings

VALE WORKS · AIGBURTH VALE
LIVERPOOL · 17
Telephone: PRINCES PARK 4218

MANUFACTURERS
of
HAND LOOM

HIGH CLASS

CORD · FRINGE
RUCHE · TASSELS
BRAID · NETTING

THEATRES, CINEMAS & SHIPS—BARRIER ROPES

"PYRAMID"

OFFICE CHAIRS AND STOOLS

LIBRARY AND BOARDROOM CHAIRS

MUNICIPAL CONTRACTS

A. PARKER & Co (HIGH WYCOMBE) LTD

Pyramid Works, Desborough St.

HIGH WYCOMBE

CC41

UTILITY

FIRESIDE & ARMCHAIRS - BEDCHAIRS
THREE-PIECE SUITES

Made by Specialists in High Class Upholstery

A. J. BURROWS & CO. LIMITED
WESTERN WORKS, BROMLEY ST., BIRMINGHAM 9
Telephone: VICTORIA 1477

DAVID SMALL & CO.

The FRAME MAKERS, undertake to supply Chair and Settee frames the way **YOU** want them.

- Individual attention given to **ALL** enquiries.

WEST END STREET
MIDDLETON ROAD, OLDHAM
Phone: MAIn 5725

CHAIR FRAMES

- 3-PIECE
- FIRESIDES
- REPRODUCTION
- ROCKING CHAIRS

Martin Bros. (Leeds) Ltd.

- DELIVERIES TO ALL PARTS BY ROAD OR RAIL

GUARANTEED TO B.O.T. SPECIFICATION

Enquiries to Head Office:—

DIXON LANE ROAD, LEEDS, 12

Telephone - - LEEDS 38374

MANUFACTURERS OF

DINING ROOM FURNITURE

FIRESIDE CHAIRS

PARSLOW FURNITURE LTD

QUEENS ROAD HIGH WYCOMBE

TELEPHONE : H.W. 1218

SPRING INTERIOR & SOFT

'CUMFY' MATTRESSES

● Specialists in Re-making Soft Bedding and Spring Interior Mattresses.

EDWIN A. GORE & Co.
BROUGHTON GIFFORD, MELKSHAM, WILTS.
Phone: NORTH TROWBRIDGE 253

W. E. SHANNON
4 WARNER PLACE
HACKNEY ROAD
LONDON E.2

☆

MANUFACTURER OF EXTENDING FIRECURBS IN OAK

☆

TELEPHONE SHOREDITCH 7431

"DURALUXE"
Upholstery

THREE PIECE SUITES
IN MOQUETTE · TAPESTRY
CONNOLLY'S HIDE · REXINE

★

EASY CHAIRS AND FIRESIDE CHAIRS

AWARDED SIX MEDALS (Three Gold) at Pre-war TRADE EXHIBITIONS

★

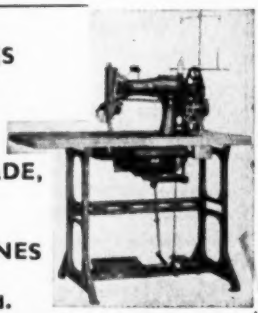
C. F. MICHELL (DURALUXE) LTD.
UPHOLSTERERS AND FRAME MANUFACTURERS
25, BACHES ST., EAST ROAD, LONDON, N.1
Telephone: CLErkenwell 1460

PERIOD & MODERN FURNITURE

STANTON, GREENE & BENSON LTD.

6 & 8, BISHOPS WAY, LONDON, E.2 Tel.: SHO 7112

SEWING MACHINES SUITABLE FOR THE UPHOLSTERY TRADE, ALSO CLOTH CUTTING MACHINES



R. H. McCANN & Co. Ltd.
69-73 BACK PICCADILLY, MANCHESTER, 1

MAKERS OF QUALITY BEDDING
SINCE 1854

SPRING INTERIOR MATTRESSES

DIVANS

SOFT BEDDING

MANUFACTURERS
OF
SPRING UNITS
FOR MATTRESSES, CUSHIONS, CARAVAN
AND SHIP'S BERTHS, TO ANY
SIZE OR SHAPE

SYDNEY H. INGS & SON LTD.

TELEPHONE
3616

CASTLE SQUARE
SOUTHAMPTON

TELEGRAMS :
SOUTHAMPTON 3616

BEDDING & SPRING MANUFACTURERS

REGULAR DELIVERIES BY OWN TRANSPORT WITHIN 50 MILES RADIUS

— VOLUNTEERS ? FOR ME ?

— YES. **PERMANITE CORK UNDERLAY**
RECRUITED THEM. THEY ARE THE MORE-THAN-SATISFIED
PURCHASERS WHO AREN'T CONTENT SIMPLY TO **WALK**
ON IT—THEY JUST HAVE TO **TALK** ABOUT IT
THEY'RE KEEN AND THERE'S PLENTY OF THEM
SO WHY NOT ENLIST THIS ENTHUSIASM FOR YOUR OWN
CAMPAIGN AND **LET YOUR CUSTOMERS SELL FOR YOU ?**

"CUSHIONS THE LINO"

PERMANITE LTD.

● SUPPLIED IN ROLLS 12 YDS. x 1 YD.
SAMPLES and PRICES on REQUEST

455, OLD FORD ROAD, LONDON, E.3

Telephone : ADVance 4477 (8 lines)

BARON UPHOLSTERY

Utility and Non-Utility
3-PIECE SUITES and FIRESIDES

BARON BROS.
Manufacturing Upholsterers
97 GROVE STREET, SOUTHAMPTON
Telephone : 2066

"Carefree"

HAND MADE
BEDDING
by
Wm JOHNSON & SON (M/Cr.) LTD.
227-233 STRETFORD ROAD
MANCHESTER, 15
Telephone - - MOSS SIDE 2726

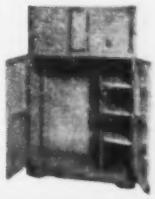
Sunlover
FURNISHING
FABRICS

They love the Sun
WM. O'HANLON & COMPANY LIMITED,
49, DALE ST., MANCHESTER, ENGLAND
also at London and Glasgow.
Agents throughout the World.

GOODWOOD PRODUCTS
(MANCHESTER) LTD.
STAR SAW MILLS, RED BANK, MANCHESTER, 4
Phone: BLAckfriars 5385
for
CHAIR FRAMES
DIVAN FRAMES & FIRESIDES
MODERN DESIGNS—SOUND CONSTRUCTION
● MADE TO YOUR OWN REQUIREMENTS
WOOD TURNERY of every description

THE
PRINCIPAL
WHOLESALE HOUSE
for WALES and THE WEST OF ENGLAND
M. A. RAPPORT & CO. LTD.
Established 1900
IVOR HOUSE, CARDIFF
Telephone: Cardiff 2806-7-8 Telegrams: RAP, Cardiff

"Elkay" For Outstanding Value



TALLBOY 5' 2" x 3' 0"

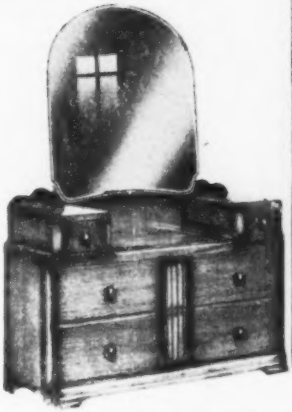
WARDROBE 4' 0"

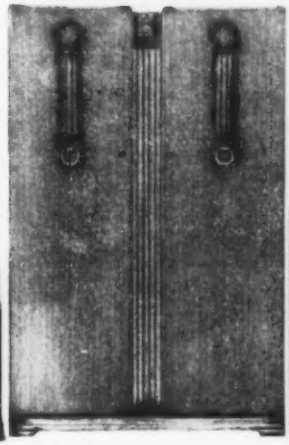
DRESSING TABLE 3' 10"

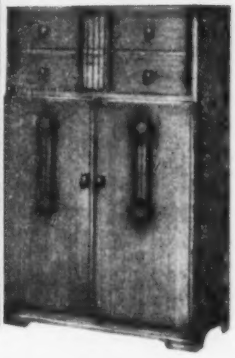
★ Established over 50 years

★ ALWAYS ON SHOW —AT OUR WORKS— A NEW RANGE OF DESIGNS

★ PHOTOGRAPHS FORWARDED ON REQUEST







"THE SHIRLEY SUITE" *Mahogany lined (with Bedstead to match)*

ELKAY FURNITURE PRODUCTS LTD

KEYMER WORKS, KEYMER STREET (off Philips Park Road), BESWICK, MANCHESTER 11

Telephone: ARDWICK 2347

Bedford STEEL FURNITURE

Telephone: ASTon Cross 2556 P.B.X.

The Changing Seasons

This splendid Garden Furniture has been in great demand this summer and is still offered for quick deliveries. Ask for Lists Nos. Eleven and Twelve.

Steel Furniture for INTERIORS inspires many delightful and practical designs. This one is the ideal suite for medical, dental and optical consulting and waiting rooms; and business appointment and waiting rooms, etc.

Ask for Lists Ten and Fourteen.

FITTER BROS, LTD. 88/94, PRITCHETT STREET BIRMINGHAM, 6

Telegrams: "CAR" Manchester. Telephone No.: BLAckfriars 8845.

JAMES CARR & SONS LIMITED.
CLARENCE MILLS
CHESTER ROAD.
MANCHESTER

WEBS – TAPES & CORD

London Office: 2 WOOL EXCHANGE, 24 BASINGHALL STREET, E.C.2.
Telephone No. MONARCH 7230

CC4

GRADE A & B
BEDSTEADS
AND
OCCASIONAL TABLES
A. WILKINSON
CAYGILL STREET, off UPPER BROOK STREET, MANCHESTER 13 Telephone: Ardwick 1777

ROWNTREES OF SCARBOROUGH

At our Wooler Street Factory we are now producing Utility Bedroom Furniture in the new designs and finishes.

W. ROWNTREE and SONS LTD.
WESTBOROUGH Phone. 1400 SCARBOROUGH

HERBERT E. GIBBS LTD
Directors: Herbert E. Gibbs, Mary M. Langlois, Claude E. Gibbs
First Avenue, Montague Road, Edmonton, N.18 Tottenham 5111/2/3

LATEX COMFORT

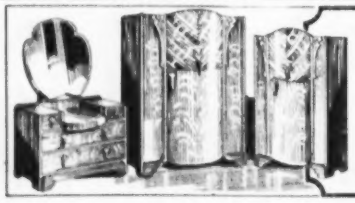
PERFECT COMFORT HYGIENE ECONOMY SILENCE

BRITISH MADE Latex CUSHION Guaranteed Lasting Luxury and Comfort

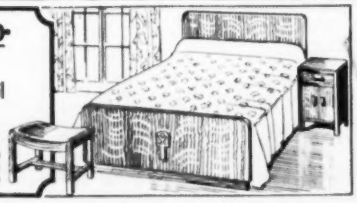
CUSHIONS MATTRESSES UPHOLSTERY UNDERLAY BAR SEATING

Specialists in Handbuilding to any size or shape.
THE LIVERPOOL LATEX CUSHION CO.,
413, Walton Breck Rd., Liverpool 4. Tel.: Anfield 4473

W. H. Healey Ltd.
CHAIR MANUFACTURERS & UPHOLSTERERS
67, London Road, High Wycombe, Bucks.
TEL: 225



MAGGS FURNITURE INDUSTRIES LTD
BYRON PLACE FACTORY, BRISTOL, 1
MAKERS OF MODESTLY PRICED
BEDROOM FURNITURE



Fully illustrated catalogue now available. Telephone: BIShopsgate 6371/3519

THE "Ultirest" MATTRESS

FOR INNERSPRING PERFECTION

Manufactured by

JOHN NERDEN (BEDDING) LTD

ROY WHARF - 14 ORSMAN ROAD - LONDON - N.1

TELEPHONE: CLERKENWELL 7445-6

S. J. ALAN (FURNITURE) LTD

Bedroom Suites and Bedsteads in Walnut, Oak and Mahogany

ELEYS ESTATE, ANGEL ROAD, EDMONTON, LONDON, N.18

TOTtenham 4321/2

Cestria — A CESTRIA PRODUCT — BEDDING AND UPHOLSTERY

FREDERICK H. ADAMS & SONS, LTD.
SELLER STREET, CHESTER
Telephone : CHESTER 747

OUR COMPREHENSIVE SERVICE INCLUDES
PHOTOGRAPHING — ARTIST WORK
MASS PRODUCTION PHOTOGRAPHS IN ALL SIZES — BLOCKS — PRINTED LEAFLETS FOLDERS — BROCHURES — CATALOGUES
MAY WE QUOTE YOU?

COLUMBIA PHOTO SERVICES
CLISSOLD 7220/5276
Photographers TO THE FURNITURE TRADE FOR OVER 20 YEARS
188a STOKE NEWINGTON HIGH STREET N.16
PRINTING WORKS:—92a OLD STREET, LONDON, E.C.1

HANCOCK & LANT LTD
Offer the Best WHOLESALE Selection & Service in
BEDROOM, DINING & THREE-PIECE SUITES
Also
Firesides, Wringers, Mirrors, Prams, Bedding, Curbs, Linos & Carpets (on quota)
— ALL UNDER ONE ROOF —
(12,000 sq. ft. of Show Space)
LADY'S BRIDGE, SHEFFIELD, 3
— Phones 22176-7 —

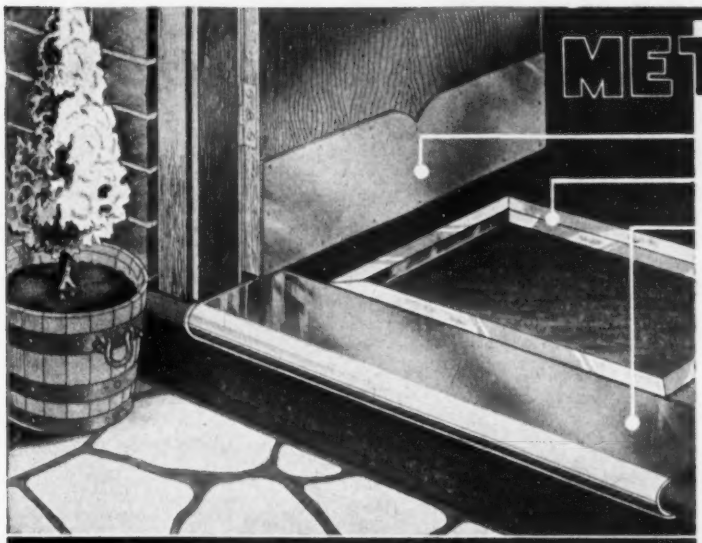
GOOD FOR A LIFETIME
3-Piece Utility and Non-Utility
Exclusively designed
UPHOLSTERY
WITH THE ARROW Brand Trade Mark
ROBERTS & SON
85 & 89, PETER STREET, ST. HELENS
Telephone: 3603

SPRING INTERIOR MATTRESSES
Super Soft
HAND MADE PRODUCT
MADE BY—H. H. & W. H. HILL, LTD.
8, Portland Square, BRISTOL
Telephone: 25813

SPRING CUSHIONS IN VELVETEEN
Write—
Phone: Collyhurst 2109
—or visit our Showrooms
MANCHESTER SPRING CUSHION MANUFACTURERS
249a, Cheetham Hill Road,
(By Queens Road Lights) MANCHESTER

G. W. BIRDSALL & CO.,
35 TRINITY STREET, LEEDS I.
UPHOLSTERY FABRICS AND SUNDRIES

Phone : 25796 Leeds
Utility Moquettes and Tapestries
Stockists of Moquettes, Jacquard Velours Tapestries and all Upholstery Fabrics Leathercloths, Rexines, etc.



METAL WORK

- KICKING PLATES
- MATWELL SURROUNDS
- STEP NOSINGS
- FINGER PLATES

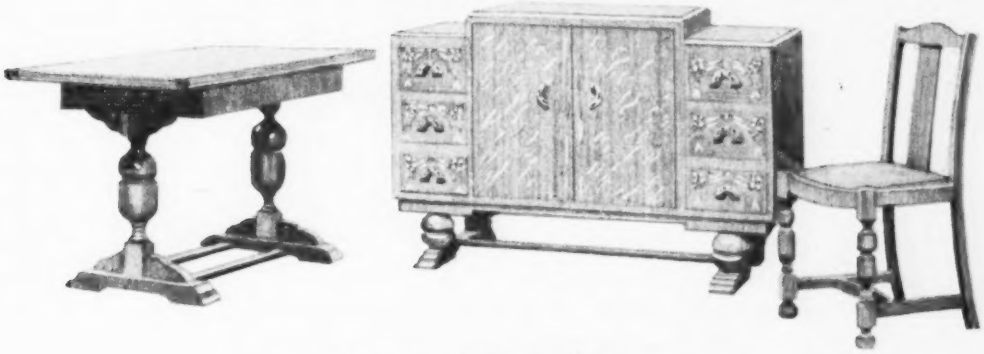
We can deliver from stock a wide range of shapes and sizes in brass, copper and other metals. Write for particulars of these and other lines to—

ALEX. J. CHEETHAM. LTD.
DOB LANE MILL. MORTON ST. FAILSWORTH. MANCHESTER
PHONE:— FAILSWORTH 1115/6

SM6

NEW DESIGNS IN UTILITY FURNITURE

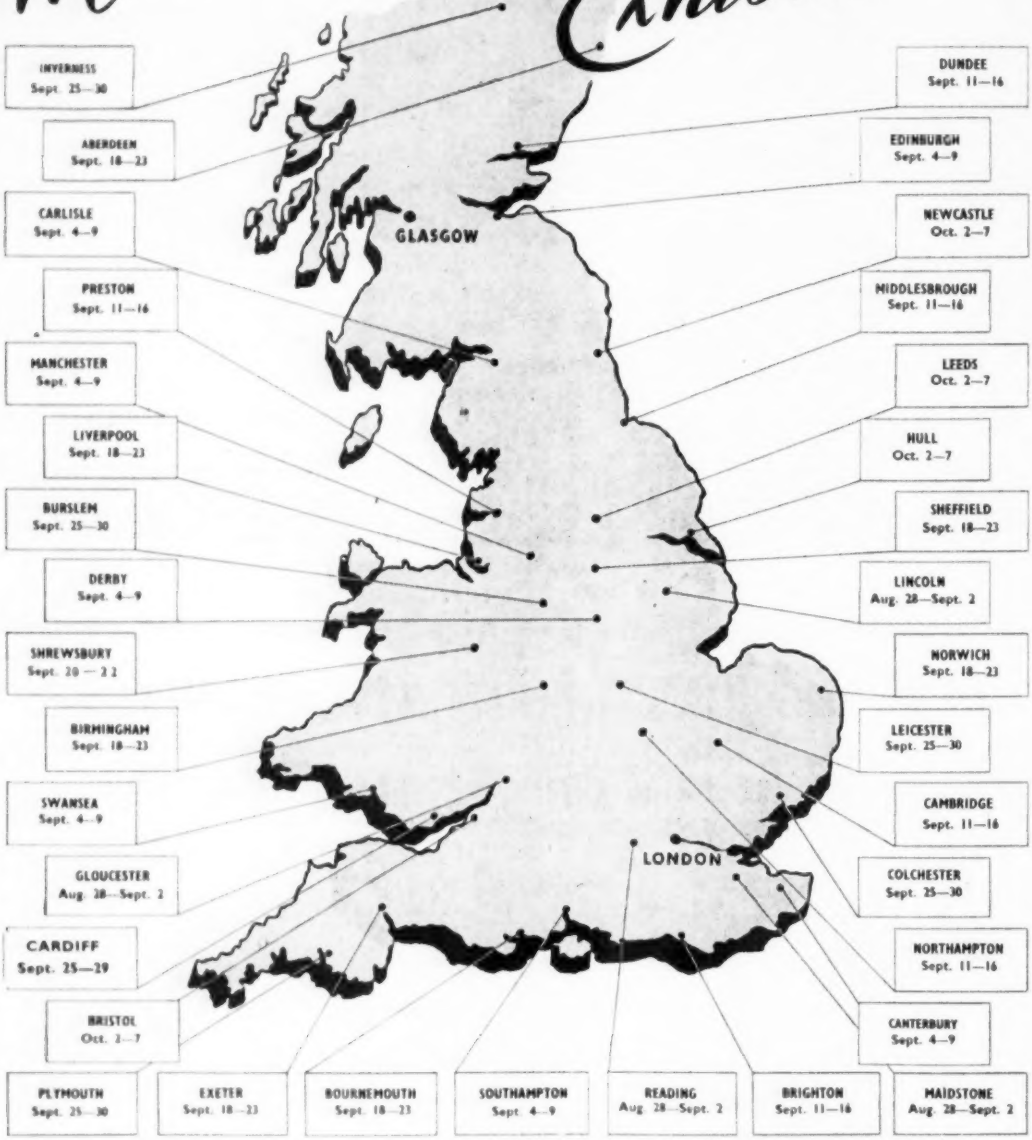
CARVED OAK DINING SUITES • BUREAUS • BOOKCASES



Call or write for particulars:

POPLAR FURNITURE MANUFACTURING CO., LTD.
40 WEST INDIA DOCK ROAD, LONDON, E.14. *Telephone: EAST 1752*

More LEBUS Exhibitions



An exhibition will also be held at SOUTHSEA, OCTOBER 2nd-6th

Full particulars of the exhibition in your area will be advised by post

Special continuous exhibitions in our Permanent Showrooms

Mondays to Fridays, 9 a.m.-5.30 p.m., Saturdays, 9 a.m.-12 noon at 62-72, Tabernacle Street, London, E.C.2 (Telephone: CLErkenwell 9105); and 15-19, Watson Street, Glasgow, C.1 (Telephone: Bell 0418-9).

HARRIS LEBUS LIMITED · FINSBURY WORKS · TOTTENHAM · LONDON, N.17

Collinhay upholstery
COLLINS & HAYES LTD.
utility upholstery
pauntley street, archway road, london, n.19.
telephone: archway 1641-2

The FURNISHING WORLD
AND FURNITURE, BEDDING AND UPHOLSTERY MANUFACTURER
Vol. XXXIII No. 498
Subscription 30s. per annum, post free (35s. Overseas)
180, Fleet Street, E.C.4. Tel: CHAncery 8844 (15 lines)
August 11, 1950

Furniture Council to Hold First Conference

Executives, Foremen, Operatives to Meet

ALL firms registered with the Furniture Development Council will, within the next few days, be receiving details of the first conference to be called by the Council.

IT will be held at Grantley Hall, near Ripon, from Thursday, November 2, to Sunday, November 5, and will be composed of executives, foremen and operatives. There will be accommodation for only 50 to 60 delegates and applications will be dealt with, as far as possible, in rotation.

The inclusive cost for the four days for each representative will be approximately £4, plus fares.

Among the subjects on the agenda for discussion are:—

1. Application of science to the furniture industry, and how small firms can keep in touch with the latest research. (Subjects that should be studied, how the information should be distributed, and how the scheme should be financed.)

2. Do Joint Production Councils improve efficiency? (Position of foremen in relation to the J.P.C., membership and appointment to the councils, and the subjects with which they should deal.)

3. Education in the furniture industry and its relation to the general educational picture. (Principal subjects required, the extent to which furniture should be treated on its own, and the method of financing such a scheme.)

4. In further education, what training is required for foremanship, and who should study methods of engineering? (Subjects required, the advantages of residential classes compared with day or evening classes, and how the scheme should be financed.)

5. Discussion, criticism, and proposals for future conferences. (If the conference has proved successful, what subjects should be discussed at the next one, how long should it last, and who should be invited to attend.)

Carpet Firm's Plans

A SCHEME to open new branch premises is under consideration by J. & D. Forde, Ltd., carpet specialists, 83, Green Lanes, Palmers Green, N.13.

Speaking to a *Furnishing World* reporter, Mr. J. M. Forde, managing director, who has spent 26 years in the trade, said: "Our present showroom space is inadequate for our requirements and the volume of trade handled."

TECHNICAL OFFICER FOR F.D.C.

THE Furniture Development Council announces that Mr. John Sykes will be in charge of the Technical Information Service which will shortly be inaugurated by the Council.

THIS service is being established to provide the industry with useful and practical information on current research and technical development, both in this country and abroad. Special attention will be paid to the needs of small and medium-sized firms.

Mr. Sykes has until recently been in the service of the British Standards Institution as secretary to the committees dealing with timber, plywood and similar materials. In addition he has been engaged in the work of the B.S.I. on cleanliness of fillings for upholstery and bedding under B.S. 1425, together with a number of related projects. In 1948 he was one of the assistant secretaries at the conference on textiles of the International Organisation for Standardisation.

Before joining the B.S.I., Mr. Sykes was engaged in industrial and commercial management in Yorkshire and London.

"U" Household Textile Prices Amended

THE Board of Trade announce that under a new Order, Related Schedule 1J is to be revoked and in consequence wholesalers' and retailers' maximum prices will be computed solely by reference to the price paid and the permitted margin.

Opportunity has been taken to omit the margins relating to subsidised wool cloths as most of these cloths will now have been disposed of. The permitted margins are now the same for all Utility woven wool cloths (14.28 per cent on cost for wholesalers and 33⅓ per cent on cost for retailers). The Order also brings into operation Supplement No. 1 to Related Schedule No. 5J, Utility Household Textiles, which amends the wholesalers' price for one specification of Utility cotton cot blanket and corrects four headings in Parts I and II of the Schedule.

The Order is The Utility Cloth and Utility Household Textiles (Maximum Prices) Amendment No. 10 Order, 1950, S.I. No. 1308, price 1d., and comes into operation on August 14.

Poster To Encourage Training in Furniture Manufacture

AS part of the work of the I.F.M./N.U.F.T.O. Technical Training Committee, a striking poster has been prepared with the object of encouraging learners to go to technical colleges.

Copies of the poster, which is in green and brown, will be issued to all I.F.M. members and to branches of N.U.F.T.O.

The poster, which was designed and laid out by the Ealing School of Art, cannot fail to catch the eye.

Under a large heading "Instruction in Furniture Manufacture in the London and S.E. Area" is given the Technical Colleges, the name of persons to whom application should be made, times of classes, and subjects.

There is no doubt that it will prove a great help in recruiting students to take classes in furniture manufacture at the various colleges.

36 Students Enrol for N.A.R.F. Diploma Course in Bournemouth

THIRTY-SIX students were enrolled for the Diploma Course of the National Association of Retail Furnishers after Mr. D. W. Edwards, N.A.R.F. secretary, had addressed a meeting of proprietors, executives, buyers and salesmen in Bournemouth last week.

MR. EDWARDS began by saying that the role of the furniture salesman in the future would become of greater importance. To have a well-furnished home was the concern of nearly everybody to-day. So many considerations were involved that the services of a skilled salesman were particularly invaluable.

Few branches of the distributive trades called for more knowledge or skill in salesmanship than did the furnishing trade.

The salesman must have knowledge of the materials used in furnishing—woods, metals, plastics, fabrics, and so on; he must understand the principles of design and colour and be acquainted with the different styles of furniture and furnishings, as well as wall and floor coverings.

He must also know something of the methods of construction and more important still must be able to apply his knowledge in his dealings with customers.

Thus trade education properly planned and conducted contributed to the efficiency of the trade.

He was afraid that in many cases it had to be admitted that if the customer asked questions about quality, construction, design, colour schemes and so on, the salesman only too frequently was not sufficiently knowledgeable to be able to give satisfactory answers.

That was especially so in relation to the generation of salesmen who had grown up since 1945.

That was, Mr. Edwards believed, realised by many themselves who were eager to improve their technical knowledge and understanding of the trade.

It was to encourage this search for self-improvement that N.A.R.F. had introduced the Furnishing Diploma for award to students who, having undergone the prescribed two-year course of instruction, passed the examination and satisfied the Association's Board of Assessors that the Diploma should be awarded to them.

Dr. F. E. Courtney, Principal of the Southern College of Art, Bournemouth, pointed out that furnishing was an art and should be studied as such.

The Southern College of Art sought to provide the necessary facilities for those in the retail furnishing trade in Bournemouth who wished to study for the Association's Diploma. He then went on to describe details of the arrangements which were being made to introduce classes beginning in September which would be confined to persons engaged in the trade who were more than 19 years of age.

The meeting placed on record its sincere thanks to Mr. T. H. Bickel (T. J. Allen, Limited), Mr. C. H. Micheli (Maple & Co., Ltd.) and to Dr. Courtney for all the preparatory work that had been done in launching this course of instruction in Bournemouth.

N.A.R.F. Oxford Branch Holds First Meeting

THE first quarterly meeting of the newly formed Oxfordshire branch of the National Association of Retail Furnishers was held at the Golden Cross Hotel, Oxford, recently, under the chairmanship of Mr. F. Chapman (Chapman's, Oxford).

An outline of the branch's working was given by Mr. Chapman to members.

The question of educational training for juniors, salesmen, and so on, in furnishing was fully discussed and members were agreed to contact the Oxford Technical School with the idea of commencing evening classes.

The handling of goods by British Transport was debated, and members were of the opinion that more care should be taken in transportation, as damage in transit was too prevalent. Members voted to bring the matter to the attention of the N.A.R.F., this being upon the proposition of the secretary, Mr. M. H. Tomlins (Elliston and Cavell, Oxford).

First prize in the furnishing class of the Fareham (Hants) Festival Week window-dressing contest, sponsored by the local Chamber of Trade, went to W. R. Letheren, of West Street.

Dalziel Co-operative Society, Ltd., have opened spacious new furniture showrooms in Scott Street, Motherwell.

W. E. C. McILROY TO RESIGN

Will Make "Frank Statement"

MR. W. E. C. McILROY, deputy-chairman of William McIlroy of Reading, announces in a circular to members of the company his intention not to seek re-election to the Board at the annual meeting on August 18.

"I am remaining a director until that date," he says, "so that I can give you a full and frank statement as to my reasons for resigning. There are certain matters on which I feel you should be informed, and I trust my explanations will assist you to assess the company's future prospects under the Board of Directors, as it will evidently be constituted.

"You can rest assured," Mr. McIlroy adds, "that, although I am resigning as a director, it is not because I am no longer interested in the future of your company, but because I do not wish to be held responsible for decisions, made by a majority of directors, with which I, with my practical knowledge of the trade, am in complete disagreement."

Mr. McIlroy was one of the three directors opposed to Mr. B. M. Lindsay Fynn and his wife in the Board dispute last May.

Lebetkin Take Over Nesta Equipment

LEBETKIN BROS., LTD., wish to announce that they have now completed the purchase of "Nesta" Equipment, Ltd., and the assets only of "Nesta," Ltd., Brunswick Square, Tottenham, N.17, who are in voluntary liquidation. All creditors, book debts and other matters respecting "Nesta," Ltd., up to and including July 4, 1950, are being dealt with by the liquidator, Mr. Foad of McClelland, Ker & Co., 31-32, King Street, London, W.C.2, and not by "Nesta" Equipment, Ltd.

"Nesta" Equipment, Ltd., wish to inform their customers that their products and quality of upholstery and bedding will be maintained.

Lebetkin Bros., Ltd., now own A. Colover & Sons, Ltd., Maryland Furniture, Ltd., and "Nesta" Equipment, Ltd., the chairman, managing director and secretary of all four companies being respectively, Mr. Harris Lebetkin, Mr. Louis Lebetkin and Mrs. Rose Lebetkin.

Harrods Carpet Buyer Retires, Honoured by Kidderminster

A GATHERING unique in the carpet trade was held at the Paviour Arms Hotel, Westminster, recently, to mark the retirement of Mr. C. B. Horne, carpet buyer of Harrods, Ltd.

Mr. Horne joined Harrods in November, 1919, principally to handle the sale of "Orianglo" carpets which were made at Kidderminster by James Humphries & Sons (now incorporated in Carpet Trades, Ltd.), and which Harrods sold all over the world, bringing Mr. Horne into contact with the principal buyers of the U.S., Canadian and European markets. He was assisted by Mr. J. L. Anderson, who is now carpet buyer at Kendal Milne & Co., Manchester.

Mr. Horne was subsequently appointed assistant carpet buyer in February, 1934, under Mr. Jack Lutman, who was succeeded by Mr. J. R. Ferrer in January, 1937.

In June, 1940 (Mr. Ferrer having joined the R.A.F.), Mr. Horne took over the buying.

Mr. J. R. Ferrer took the chair at the dinner, and a presentation was made on behalf of the manufacturers by Mr. W. H. Elliott, of T. Bond, Worth & Sons, Ltd.; Mr. B. J. Allen, of Harrods' carpet department, also made a presentation on behalf of Harrods' staff.

Others who spoke in appreciation of Mr. Horne were Mr. J. Lutman, Mr. Marshall, Mr. B. Longmore (Brintons, Ltd.), Mr. G. Metcalfe (T. F. Firth & Sons, Ltd.), and Mr. D. G. Simpson (Carpet Trades).

Harry Fidler of Leeds Dies

THE death occurred on August 7, at his home in Potternewton Lane, Leeds, of Mr. Harry Fidler; aged 89, who built up a large furnishing store of some five storeys after starting with a small shop when he was 22.

Mr. Fidler retired from his business, Fidlers, Furnishers, The Headrow, Leeds, in 1939. One of the oldest men in the furnishing trade in the area, he started in business 67 years ago in West Street, Leeds.

He is survived by three sons, two of whom—Mr. F. E. and Mr. A. Fidler—control the business in Leeds, while the third son has a business in Stranraer.

Drages Buy Cook's, Birmingham

DRAGES, who have branches all over the country, have acquired the business of J. Cook & Sons, Ltd., 41-43, Bull Street, Birmingham.

Extensive alterations have been made to the front which has been modernised, the arcade has been taken out and also the backs of the windows giving a full view of the ground floor from the road.

The premises have been transformed into a large walk-round store. The inside has been redecorated and the various departments have been sectioned off and canopies erected over each: there is the "Sleep Shop," "Television Theatre," "Music Shop," and so on. Mr. E. A. Bellis is the manager.

There is a double frontage of about 11 yards to the road and six very large selling floors.

Furnisher Fined for False Purchase Tax Return

"Terrific Number of These Cases"

—*says Counsel*

ARTHUR JOSEPH DEAR, 27, of 25, Redcar Road, Harold Hill, Romford, Essex, pleaded "Guilty" at Old Street Magistrates' Court last week to three summonses taken out by the Customs & Excise. Each of the first two was for making a false purchase tax return; and the third was for furnishing a false invoice. The offences were said to have occurred at about the end of 1948.

MR. PATRICK CUSSEN, prosecuting solicitor, said that at the material times Dear carried on business as a furniture dealer on a small scale. It consisted of selling a few chairs and screens to various traders in the neighbourhood of the Court and the East End of London. Sometimes he used to buy furniture and sell it on commission but he was registered for purchase tax because he traded on a sufficient scale to warrant this.

It seemed that he discovered as time went on that business was not as prosperous as he had supposed it would be and he conceived the idea of selling some of the furniture under another name—that of Martin—during the two periods covered by the first two summonses. Defendant made various sales of furniture in the name of Martin and they did not appear in the two purchase tax returns.

Invoices Specially Printed

The only serious feature of the case he (Mr. Cussen) thought was that the defendant had invoices specially printed for the purpose. Apart from that, the case was not one of any great magnitude because so far as had been ascertained the total tax which had been avoided by the method in question amounted to £40.

Mr. Cussen read a statement said to have been made by the defendant in which he said that six invoices produced were in fact false and that these covered all his irregular transactions in the name of A. Martin. He foolishly burnt the books from which he issued the "Martin" invoices because he knew he had done wrong, had heard that the Customs were after him and he wanted to destroy the evidence. The reason he made the "Martin" sales was because he hoped to make a commission on them as he knew he could not sell at tax inclusive prices in his own name because of keen competition of comparable Utility goods. He never charged the purchase tax.

Mr. Cussen mentioned that the defendant had made good the tax due.

Dear, in a statement to the Court, said he had helped the Customs investigation officer all he could, and he had made good all the purchase tax that was due. Instead of making any money out of the transactions it had cost him £41. He had had the charge hanging over his head for 18 months and it had worried him.

The magistrate: "I see that this statement was made over a year ago."

Mr. Cussen: "I am sorry that the matter seems to be delayed. We have, unfortunately, a terrific number of these cases to bring before the Court."

Dear further informed the Court that he had had to close his business and go to work. "If this had not occurred I would still be on my own," he added. He mentioned that he was a cabinetmaker, earning about £9 a week but trade was very quiet and wages varied.

The magistrate told him that offences of that sort could be met by very heavy penalties. He did not propose to inflict such penalties in that case but merely to let Dear know this.

Dear was fined £5 on the first summons, £3 on the second, and £2 on the third. He was allowed 28 days in which to pay.

Executive Guilty of Embezzlement

AT Leeds last week, when John McFarlane Scott, aged 48, assistant sales manager, of Raynel Avenue, Headingley, Leeds, pleaded guilty to embezzling £40 belonging to his late employers, Lewis's (Leeds), Ltd., Mr. L. Godlove, defending, said: "There is no suggestion of gambling. I think it is swank to impress relatives staying with him how he could entertain."

Mr. Godlove said that Scott, who had previously borne a blameless character, had been employed by Lewis's for eight years.

"When his sister-in-law and brother arrived," said Mr. Godlove, "he became the 'big fellow,' took them out and entertained them with his firm's money. He could not afford it on his salary, and started to take the firm's money to impress them."

It was stated that Scott took the money over four weeks, and before then he had a clean record.

Scott was fined £25.

Ireland Imports More Floor Coverings

IMPORTS into Ireland during June, 1950, of floor coverings of wool, totalled 27,337 square yards, valued at £31,591, against 31,288 square yards, valued at £25,318, in June, 1949.

This brings the total of these imports for the first six months of 1950 to 205,353 square yards, valued at £216,616 against 204,854 square yards, valued at £178,646 in the first half-year of 1949.

Linoleum and the like, amounting to 100,586 square yards, and valued at £26,115 was imported during June, 1950, against 89,206 square yards, valued at £23,081 in June, 1949. This brings the total of these imports for the first six months of 1950 to 686,354 square yards, valued at £177,094, against 571,373 square yards, valued at £138,220 in 1949.

Andrew D. Macnair & Co., Ltd., curled hair and fibre specialists, 34, Summerfield Street, Bridgeton, Glasgow, have drawn up plans to rebuild their factory.

THIS LLOYD LOOM chair, No. 7350, which has a spring-upholstered seat, is a new model for the home trade as well as the export market. It is made by W. Lusty & Sons Ltd.

Exclusive "World" Reports on 4 Developments in Retail Stores

Hove Firm Reorganises its Furnishing Departments

REORGANISATION at the departmental store of William Hill (Hove), Ltd., Western Road, Hove, has resulted in all furnishing and allied departments being grouped together on the whole of the lower ground floor, where floor space is more adequate to provide good displays of furniture, carpets, soft furnishings and household linen.

Mr. G. A. Britt, general manager, told a *Furnishing World* reporter that this regrouping had proved very successful, enabling customers to view all furnishing merchandise on the one floor, which can be easily reached by a new wide staircase recently installed when the store was taken over by the Debenham Group.

"We have given over more window space to the furnishing side of our business," he said.

Mr. F. G. Ranger is manager and buyer of the firm's furniture and carpet departments. Mr. W. B. Fletcher is manager and buyer of the soft furnishing and linen sections.

Rebuilding of Essex Store

IN June, 1947, Wenleys Ltd., Chelmsford, one of the leading furnishing stores in Essex was almost completely destroyed by fire, the cause of which has never been discovered.

For three years the people of Chelmsford have watched the building rise again and to-day the reconstruction is almost complete.

Mr. R. J. Wenley, chairman-director, told a *World* reporter that the present building was sufficient; he had no ideas for further branches.

He explained that besides the normal furnishing trade, the company were also shippers and warehousemen.

Wenleys at present employ 42 persons. One employee is Mr. Chapman who is the company's one-man carpet cleaning department. He cleans on average about 20 carpets a day, and reckons on cleaning about 1,200 square feet of carpet each week.

Furnishers Enlarge Showroom Space

A LARGE extension of their furnishing business is to be made by James H. Wilson, Ltd., departmental store, The Broadway, Crouch End, N.8, who have acquired a spacious corner site for the erection of additional showroom premises.

Mr. A. Carter, furnishing buyer, told a *Furnishing World* reporter: "The new building will be devoted entirely to all sections of this trade. Work in connection with this building project is now going ahead."

Plan New Showrooms for Furnishings

FOLLOWING the installation of a new modern frontage to their business, F. C. Stone & Son, furnishers, 6, Topsfield Parade, Crouch End Broadway, N.8, are planning to modernise their showrooms and to open further premises shortly.

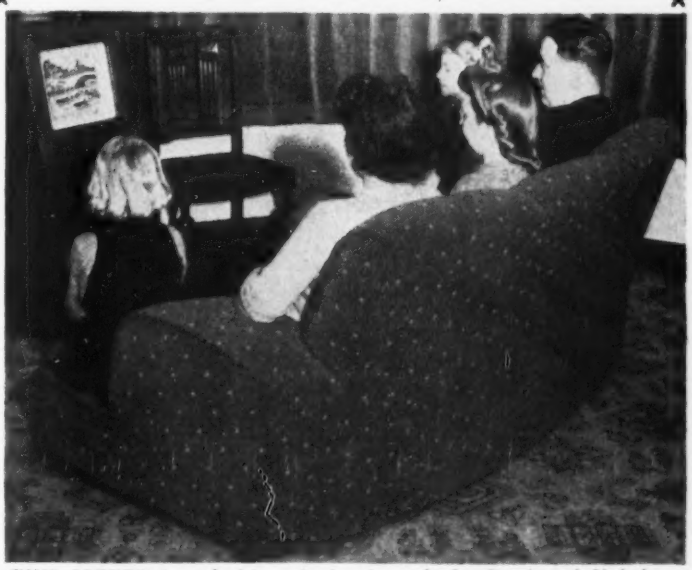
Mr. F. C. Stone, principal of the firm, told a *Furnishing World* reporter: "Our plans to open additional showrooms will be completed shortly, but I cannot make a definite statement until the legal side of the matter has been settled. We are, however, going ahead with the scheme as quickly as possible in view of our present limitations of space which are inadequate to cope successfully with our increasing trade. The interior of our present showrooms will be modernised within the next few weeks. We are making a special feature of bedding."

This shop was established in 1946 by Mr. F. C. Stone, who is a member of Hornsey Chamber of Commerce and local representative of the National Chamber of Trade. He has been in the trade all his life. His son, Mr. F. C. Stone, Jnr., assists in the business.

£80,000 TO BE SPENT ON LONDON HOTEL

SOME £80,000 is to be spent on rebuilding the blitzed Bedford Corner Hotel, Tottenham Court Road. There are to be nearly 100 bedrooms, and furnishings will be required for dining rooms, lounges, and other public rooms.

TV Settee Has Seats for Kiddies



THIS SETTEE for television viewing is made by Goodwood Upholstery & Furniture, 24, Ronald Street, Radford, Nottingham. It is known as the "Goodwood" and is 6 ft. across the front.

Viewpoint

THE news, international and national, is grim. While we are not among those who consider that another World War is imminent, the re-armament of this country is an urgent, an overdue necessity.

And re-armament will inevitably bring in its train a series of "sacrifices" which will seriously affect every citizen . . . every producer and every distributor.

We shall be faced again with shortages which are always concomitant with the building of defences and the prevention of aggression: shortages of man-power as the Services are built up; shortages of materials as factories are switched-over to the production of war stores and armaments; shortage of spending power as additional taxes, recently promised to us, affect the already lean purse of the public.

What should we be doing?

★★ *In our opinion there is far too much laissez-faire in industry and commerce at the present moment, too much inclination to an attitude of "Well, we can't do anything about it . . . we can only sit back and wait."*

That is a very understandable reaction. It must have settled on all of us to a varying degree. But is not this, in reality, a time for urgent action, urgent and thoughtful planning as far ahead as the uncertain future will allow us?

At least we can take stock of our position. We can study the present state of our production and distributive machinery, of our resources in raw materials and manufactured stock, of how the man-power element will hit us most severely.

And above all we can take stock to see that, if and when a severe blow is dealt to the merchandising machinery of a country that is only just recovering from the last war, our own machinery is in the best possible trim to meet it—and counter it.

Easy words, perhaps, and not so easy to put into practice. That may be so, but we can think of nothing more futile than to stand by and wait for bad tidings, without making any effort to prepare for them.

★★ *A prize fighter who knows he is to meet a dangerous opponent does not sit at home and wait for the day. He makes preparations and goes into training months ahead. That is what the trade should do now . . . get into training.*

And by that we mean that every workshop and every store should be streamlined to the maximum pitch of efficiency stocks thoroughly overhauled in the light of what future shortages may be in store for us, our whole maximum pitch of efficiency, readiness for any emergency.

Most of us were caught napping in '39. Let us make sure that we are wide awake now, for the conditions are not dissimilar.

Commercial Travellers' Schools Need £50,000

LT.-COL. M. W. BATCHELOR, J.P., chairman of Batchelors Peas Limited, Sheffield, has received a unanimous invitation from the Board of Management of the Royal Commercial Travellers' Schools to serve as President of Appeal for 1950.

The Royal Commercial Travellers' Schools were founded 105 years ago, and since that time more than 5,250 boys and girls have been admitted. They are trained in delightful surroundings, with first-class education, perfect health and recreation services. Amongst the children are a number who were orphaned during the recent war. The Board of Management does not receive any grant from the State and the schools are designated as independent under the Education Act of 1946.

In his appeal, Colonel Batchelor stresses that few of the National names in business in this country to-day could have been so successful but for the loyal and enthusiastic work of commercial travellers. The debt owed to them throughout the country by every form of commercial enterprise is indeed a great one.

In order that the schools can be maintained in a proper state of repair and modernisation, and to give the children all the necessary education and health facilities, it will be necessary this year to raise some £50,000 from voluntary sources. Colonel Batchelor would gratefully welcome contributions, and asks that they be sent to him either at Batchelors Peas, Ltd., Wadsley Bridge, Sheffield, or to Mr. A. H. Carpenter, Secretary, Royal Commercial Travellers' Schools, King's Court, 48, Broadway, London, S.W.1.

Scottish Plan To Help Small Craftsmen

A GLASGOW wholesale house, Stockwell Upholsterers Supply Co., Ltd., of Osborne Street, is planning a link up of small craftsmen in the upholstery trade. Idea is that a register will be established of all upholstery repair craftsmen prepared to work to a definite level of workmanship and able to provide both service and advice.

Work obtained by the centralised sales organisation will be passed on to the nearest local craftsman or firm on the register with a guarantee of prices and service.

Reporting on the scheme, Stockwell Upholsterers say that so many small businesses are handicapped in development by the lack of an efficient sales organisation to do justice to their craftsmanship that they are co-ordinating the efforts of hundreds of craftsmen who are in a small way of business and who can give guaranteed service and workmanship at prices far less than normal.

The firm guarantee the efficiency of all upholstery repairs executed. The group indicates that a saving of some 20 per cent in normal repair costs can be achieved by dealing through the organisation.

It is understood that the scheme is intended to cover the whole of Scotland and to link up as many smaller firms in every part of the country as possible. The move is aimed at retaining these craftsmen in business in a difficult period.

personally speaking...

NEWS OF MEN YOU KNOW

MY Scottish reporter tells me that **A. B. Dickson,** superintendent of the George Street, Edinburgh, furnishing warehouse of the Scottish Co-op. Wholesale Society, Ltd., has been appointed assistant manager to the S.C.W.S. furnishing departments in succession to **William Graham,** who recently took up duty as manager.

☆ ☆

A RETIRED furnishing shops proprietor—he had three shops in Birmingham—**H. G. F. Winchester,** of Sparkhill, is one of the people largely responsible for the development and success of the summer entertainments in Birmingham parks. Since the inauguration of attractions in the early years of the war he has been the hon. organiser and chief marshal at Small Heath Park. Many of the novelty shows in the parks had their origin at Small Heath and were due to his enterprise.

CONGRATULATIONS to **W. W. Walker,** chairman of the Enfield Furniture Manufacturing Company, Ltd., who has been appoined a Justice of the Peace for the County of Middlesex. He was sworn in at the Middlesex Guildhall on July 24.

☆ ☆

FROM the John Lewis Partnership comes news that **Mrs. M. Anderson** is now manager of the nursery furnishings department of George Henry Lee, Ltd.

☆ ☆

I HEAR that **D. A. Beevor,** senior furniture salesman of Sopers of Harrow, is leaving to take up the position of furniture and carpet buyer for Suters of Uxbridge on August 21.

☆ ☆

MY roving reporter tells me that **A. J. Bird** has been appointed furnishing manager and buyer of Worcester Co-operative Society, Ltd. He was previously manager and buyer of Yeovil and District Co-operative Society's furnishing department.

☆ ☆

I HEAR that **H. Garton,** who had his own business at Willesden and has spent 30 years in the trade, has become furnishing manager and buyer of R. W. Pritchard, Ltd., Shepherd's Bush, W.12. He succeeds **W. Brown** who has left the store.

☆ ☆

"THOSE Damned Tomkinsons" sounds a somewhat abusive title for a book but that is what the record of the family of Tomkinson, one of the great names in carpet manufacture, is called. On the title of this handsome, privately printed book hangs a family story. **Geoffrey Tomkinson,** one of the governors of the firm, who has compiled the volume, was settling down to a dinner of roast goose with another member of the family "somewhere in France" in 1915. The C.O. of the regiment — the 7th Worcestershires—dropped in on his way back to his own mess. There he found his dinner was bully beef. "Bully beef be . . . .!" he said, "Those damned Tomkinsons are eating roast goose!" The founder of the firm was **Michael Tomkinson.** He made a fortune after buying up the British rights of the Royal Axminster loom. The pages of the book illustrate the good use

(*continued on page* 50)

A Smile with Betts

"Oh, yes! Herbert and I made our own loose covers."

Theodore Taylor is 100 . . . not out

SOMEWHAT belated but none the less sincere congratulations to **Theodore C. Taylor,** head of the Batley, Yorkshire, profit-sharing firm of J. T. & J. Taylor, Ltd., blanket manufacturers, who celebrated his 100th birthday last Thursday. In my picture, Mr. Taylor is showing some of his employees a silver statuette of a sheep which had been presented to him by **R. G. Lund,** chairman of the International Wool Secretariat, who also conveyed congratulations cabled by the Australian, New Zealand and South African Wool Boards and the National Wool Growers of the United States. Nearly 2,000 "worker-partners" presented Mr. Taylor with a bust of himself to mark his 100th birthday. On Friday last, the entire staff went to Blackpool for the day at the company's expense, and Mr. Taylor met them there. (Picture by courtesy of "The Yorkshire Evening News.")

Council To Collect H.P. Instalments on Furniture

STAFFORD Rural Council is to collect from Polish people occupying temporary homes at Seighford, repayment instalments on money advanced to enable them to acquire furniture.

Mr. H. C. Plant, the Finance Committee chairman, told a meeting of the Council that the Ministry had gone into business. They were a hire purchase company now. They let people have furniture and were repaid by instalments. The Council had to collect the money, and received five per cent for the trouble.

"We are acting purely as agents," Mr. J. Rowland Ball pointed out. "We are collecting hire purchase now. We may have to take in washing next."

Death of Stamford Furnisher

WHILE he was returning home after business, Mr. Edgar John Parrish, of 11, Victoria Road, Stamford, Lincs., a partner in the business of Messrs. Parrish & Sons, drapers, outfitters and furnishers, of High Street and Broad Street, Stamford, collapsed and died within a few minutes.

Mr. Parrish, who was 59 years old, managed the furnishing and drapery departments and had been associated with the family business for many years.

£500,000 Store for Coventry

Work is to commence this year on the construction of a big departmental store for Owen Owen (Coventry), Ltd., Trinity House, Coventry, on a site at Trinity Street. Cost of this project is estimated at £500,000. It is expected that the scheme will be completed by 1952.

Carpet Director's Son Killed

MR. ROBERT GRENFELL BLAND (aged 18), of 19, St. John's Avenue, Kidderminster, who was fatally injured in a motor-cycling accident near Kidderminster recently, was the younger son of Mr. J. P. Bland, head designer and a director of Tomkinsons Ltd., the Kidderminster carpet firm.

Among those present at the funeral were Mr. G. S. Tomkinson, a governing director of the firm, and Commander M. W. Tomkinson.

To Carpet Town Hall

W. & T. NETTLETON, LTD., furnishers, Westfield Road, Horbury, near Wakefield, Yorks., have secured the contract for the fitting of carpets in the Council Chamber of Wakefield's Town Hall.

This contract will be carried out in the special W.O. quality allowed by the Board of Trade to be used solely for this kind of work.

"World" Enquiry Bureau : More Answers

6493.—"Atholeather."
*6494.—Address of Joel Bros. of Scotland.
6495.—Drawer-leaf tables.
*6496.—"Luxicot" cot.
6497.—List of Utility manufacturers.
6498.—Upholstery tabs.
6499.—Table pads.
6500.—Enquiries for circular saw blade.
6501.—Address of R. Hollas Mitchell & Co.
6502.—Liability for lyctus-infested furniture.
6503.—Flags and bunting.
6504.—Folding card tables.
6505.—"Crown" wringers.
*6506.—"Mastipave" floor covering.
6507.—Bed-settee actions.
6508.—Wheel back chairs.
6509.—Wire meshes.
6510.—Needleloom carpet with rubber backing.
6511.—Address of Neeson, Ltd.
6512.—Where to register as a composite business.
6513.—"Lancastra" maple bedroom suite.
6514.—"Bentex" chair.
*6515.—Address of Ronald Dove, Ltd.
6516.—Kidney-shaped dressing tables.
6517.—Child's bed with side arms.
6518.—Plastic fabric.
6519.—Silken cords for mattress handles.
6520.—"Bissell" carpet sweepers.
6521.—"Regal" suites.
6522.—Ecclesiastical damask.
6523.—Needleloom carpeting.
6524.—Wheel-back chairs.
6525.—Wooden folding chairs.
6526.—"Maxina" upholstery.

* Means unanswered. Can any reader help?

Buys Kirkcaldy Carpet Firm

MR. JOHN URQUHART has acquired the old established business of Charles Wright & Son, retail carpet and floor coverings dealer, of 90, Alexandra Street, Kirkcaldy, Fife, from Mr. Henry Norval Wright.

Mr. Wright has disposed of the business following his appointment as director with J. Y. Lockhart, wholesale merchants, Kirkcaldy, Fife.

Short News from All Quarters

Baker St. Showrooms Close

Due to termination of lease, Chippendale's Workshops are closing down their showrooms at 75, Baker Street, N.W.1. Business is being continued as usual at their 49-51, Lisson Grove, N.W.1, address.

New Felt Factory

Sterling Textile Industries, Ltd., felt manufacturers, propose erection of a new factory at Alexandra Road, Ponders End, Middlesex. The views of Enfield Urban District Council are being sought on this matter.

Bigger Showrooms

The Scottish, Midland and Hackney Furnishing Co., Ltd., have opened enlarged showrooms at 34/36, Trongate, Glasgow, on the "walk around" principle.

New Upholstery Works

A new additional factory for the manufacture of upholstery was opened at Southbourne, near Chichester, on July 20, by R. Morgan & Son, Ltd., Boulton Road, Southsea.

Bedding Works Extended

South Bedding Works, Ltd., propose extending their factory at 11, Haviland Road, Boscombe, Bournemouth.

. . . and New Telephone No

The South Bedding Works, Ltd., 9-17, Haviland Road, Boscombe, Bournemouth, have a new telephone number. It is Boscombe 36321-2.

DISCLAIMER

Furnishing World is asked to state that Casswells, Ltd., of Midsomer Norton, Somerset, have no connection with any firm of the same or similar name trading in the West of England or elsewhere.

Bigger Display for London Furnishers

SHOWROOM space has been increased by Westbourne Furnishing Co., Ltd., 44, Westbourne Grove, London, W.2, following the installation of a new modern shopfront with improved window lighting.

Interviewed by a *Furnishing World* reporter, Mr. B. Posner, a director of the firm, said: "We are making full use of our new frontage to show furniture to advantage. We cater for medium to better class trade and have a good cash business although we also undertake hire purchase sales. At present we are concentrating on bedding and occasional furniture, without neglecting suites."

Mr. Posner, who established the business in 1946, was previously with S. Morris & Sons (Leeds), Ltd., for ten years. His wife, Mrs. P. Posner, is co-director.

The company's warehouse is at 77a, Queensway, Bayswater, W.2.

October Opening for "B.M.K." in Canada

BLACKWOOD, MORTON & SONS, LTD.'s new carpet plant at Ste. Therese, Quebec, will be completed in mid-October and begin work as soon as plant is installed.

Some 20 Scots carpet technicians are going to Canada with the plant now being shipped. They will train the 120 Canadian workers.

The new factory, promised by the firm in their last annual report, is the first carpet weaving plant in Quebec, and will utilise jute and woollen yarns spun in the firm's British plant at Kilmarnock.

By establishing in Canada the Kilmarnock firm planned to overcome the import duty of 22½ per cent plus freight and other charges.

Fire Destroys Hair Blend

FIRE which broke out in the blending department of the Dean Clough Mills, of John Crossley & Sons, Ltd., carpet manufacturers, Halifax, on Monday, damaged some 37,000 lb. of hair blend and caused part of the roof to collapse.

The outbreak was dealt with by three machines of the Halifax Fire Brigade, together with the works' fire fighting team.

The fire has not affected the output of the mills.

New Frontage in Hammersmith

THIS IS the new frontage of Woolf & Co., dealers in modern and antique furniture, 164, King Street, Hammersmith, W.6.

£1,000,000 Furnishing Sales for London Co-op. in 43 Weeks

THE London Co-op.'s furnishing sales for the 43 weeks of the current trading period total £1,001,528, an increase of 22.34 per cent. Furnishing manager A. J. Russell has a staff of 234 in 21 departments.

☆ ☆

The quarterly report of the Co-operative Wholesale Society shows that sales in the furnishing department were: Manchester, £1,319,020, increase of £307,221; Newcastle, £565,301, increase of £103,480; and London, £1,137,982, increase of £231,734. The total trade was £3,022,303, an increase of £642,435. The output at the cabinet and bedding production factories was £721,692, an increase of £102,601.

☆ ☆

Furnishing department sales of £26,950 are shown in the quarterly report of the Grays Co-operative Society for the 13 weeks ended June 10, this being an increase of £2,913.

☆ ☆

Sales of the furnishing department of the Plymouth Co-op. during the 39 weeks ended June 3 are officially recorded as £241,435, an increase of £12,511, or 5.4 per cent, as compared with those in the corresponding period of 1949.

Drage's have opened a new store recently at 66, High Street, Falkirk. Manager is Mr. G. H. Stewart.

BEDDING
BY
Burgess
TRADE B MARK
MANCHESTER · 4

Stockroom Dates

CHRISTIE-TYLER, LTD., will hold three stockrooms in the near future. The particulars are:—

September 4 to 8, Grand Hotel, Colmore Road, **Birmingham**.

September 18 to 22, Grand Hotel, Granby Street, **Leicester**.

October 2 to 6, Victoria Station Hotel, **Nottingham**.

Mr. Stanley Roe will be in attendance at each stockroom.

* * *

D. M. DAVIES of Slough and Sheer Metalcraft, Ltd., will hold an exhibition of their products at the Queen's Hotel, St. Mary Street, **Cardiff** (telephone: Cardiff 3976), from August 28 to September 1. Mr. L. E. Davies and Mr. S. W. C. Taylor will be in attendance.

* * *

EXELOAK, LTD., will hold a special show of their 1950 Autumn range of dining room furniture at the Grosvenor Hotel, **Manchester**, from August 28 to September 1.

Mr. D. Bobroff and Mr. L. Kay will be in attendance.

* * *

F. AUSTIN (LEYTON), LTD., will hold an exhibition of "Austinsuites" at the Beresford Hotel, **Glasgow**, from August 28 to September 1. Mr. A. H. Terry and Mr. E. A. Cohen will be in attendance.

* * *

FREEDMAN UPHOLSTERING CO., LTD., will hold an exhibition of their latest models in the reading room of the Royal Hotel, **Woburn Place, W.C.1**, from August 14 to August 18 inclusive. Mr. D. Vale and Mr. J. Freedman will be in attendance.

* * *

HARRIS LEBUS, LTD., will hold four stockrooms from August 28 to September 2. They are:—

Gloucester. The New Inn, Northgate Street. Tel.: Glos. 22177. Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-1 p.m.

Reading. The Oxford Halls, Eaton Place. Tel.: Reading 4014. Monday-Friday, 9 a.m.-8 p.m.;

Lincoln. Kirke White Boys' Club, Swanpool Court, High Street. Tel.: Lincoln 8431. Monday-Friday, 9 a.m.-8 p.m.

Maidstone. Corn Exchange, Market Buildings, Maidstone. Tel.: 3922. Monday-Thursday, 9 a.m.-8 p.m.; Friday, 9 a.m.-4 p.m.

* * *

L. LAZARUS & SONS, LTD., the makers of "Majority" furniture, will hold a display of their entire range of bedroom suites and unit furniture at the Royal Hotel, **Woburn Place, W.C.1**, from August 14-19 inclusive.

Mr. S. I. Lazarus, managing director, Mr. D. Vale and Mr. J. Lester will be in attendance.

* * *

MERIT CHAIR FRAME MANUFACTURERS, LTD., will hold a display of their three-piece suites, fireside chairs and nursery furniture at the Grand Hotel, **Sheffield**, from August 28 to September 1 inclusive.

Mr. J. T. Wilkes and Mr. Harry Davies will be in attendance.

Catalogue — With a Woven Fibre Cover

THE first post-war catalogue to be produced by Morris, Wilkinson & Co. (Nottingham) Ltd., Victoria Works, Basford, Nottingham, is comprehensive and original.

This firm, manufacturers of woven fibre furniture, have given their catalogue an attractive woven fibre cover, and the contents form a complete work of reference for the assistants of any store selling their products.

Their wide range of colours are laid out on one page, and the catalogue has a thumbnail easy reference covering luxury furniture for the home, medium priced furniture for all purposes, furniture for hotels and restaurants, and nursery furniture. The catalogue is copiously illustrated and fully descriptive.

Supplies of the woven cover catalogue are limited, but a paper backed edition is available upon application to the company.

Furnishers at Lancs Show

EXHIBITORS at the Royal Lancashire Show at Bolton, Lancs., on August 2, 3, 4 and 5, included:—

Fred. Atkinson, Ltd. (mattresses, bedsteads, etc.), 131a, Church Street, Preston; Bedding (Bolton), Ltd. (furniture and bedding), Shiffnall Street, Bolton; Gurth Cort, Ltd., 62, 73, 75 and 77, Scotland Road, Nelson, Lancs (mattings and floor coverings).

Personally Speaking

(*from page 47*)

his 13 children and their descendants have made of their advantages. Michael himself found time for public work in Worcestershire, was a connoisseur of Japanese lacquer and asserted his youth by swimming the Severn at the age of 70. **Wilfrid,** the fifth child, became a vice-admiral and was in command of the Hood when she was first commissioned in 1920. **Herbert** and **Gerald,** both governing directors, have made themselves known, one for public work, the other as an authority on wild birds.

* *

TWO leading figures in the carpet trade of Australasia at present visiting this country are **Robert Young,** Australian representative of The Carpet Manufacturing Co., Ltd., and **Percy Gill,** the company's New Zealand representative. Both are natives of Kidderminster who left the carpet borough before the first world war. Mr. Young, whose headquarters are at Melbourne, with branches in Brisbane and Sydney, went to Australia as assistant to Mr. Christopher Heat, whom he succeeded when the latter died shortly afterwards. Mr. Gill, who is staying in Kidderminster, is a member of a family well-known in the town and in the carpet trade. An older brother, Mr. Harry Gill, formerly with the Mohawk Carpet Mills, Amsterdam, New York State, U.S.A., died a fortnight ago at the age of eighty-five.

Nomad

PHONE: BISHOPSGATE 2204 GRAMS: BISSACS, FINSQUARE, LONDON

POULTON
&
NICHOLSON LTD.

UPHOLSTERERS' WAREHOUSEMEN

98, CURTAIN ROAD, LONDON, E.C.2

Spring Interiors Oust Other Mattresses in S. Wales

Sales Are Up By 35 per cent

(from our Cardiff Reporter)

OVERLAYS are rapidly declining in popularity among the industrial population of South Wales while the spring interior mattress has enjoyed a meteoric rise to public favour which makes the question of supplies a problem.

ONLY a few weeks ago the Welsh Board for Industry, which functions under the chairmanship of Sir Percy Thomas, carried out an intensive survey into consumer needs throughout the area of industrial South Wales and this was one of the most interesting disclosures which arose out of the investigations.

Another valuable disclosure which resulted from these investigations was contained in the unquestionable fact that the spring interior mattress was no longer the perquisite of the moneyed classes.

A quick check-up with the manufacturers of South Wales, combined with a round of the retailers, confirms these findings. They report sales increases over pre-war figures for spring interiors ranging from 50 to 85 per cent.

Better Living

What is the reason? This has not proved an easy question to answer. That the H.P. system has put prevailing prices well within the reach of the average pocket was the answer given by one big retailer. But one is forced to reply that H.P. purchases were never more adaptable to the average pocket than they were in pre-war years. May not the answer be found in the general standard of better living which the rank and file of industrial workers enjoy to-day; in a keener perception of all the things that go to make up home comforts?

Mr. A. C. Denning, secretary of the Woolsey Bedding Co., Cardiff, who feels that the return of H.P. concessions has had a great deal to do with the matter, predicts that while it took the overlay ten years to supersede the old palliasse, it will require only half that time for the spring interior to eclipse all remaining interest in the overlay. But he also pointed out that while demand soared on the one hand, manufacturers' costs were up on the other as much as four times pre-war costs.

The furnishing department of James Howell's Cardiff store added further confirmation to the demand for spring interiors, which was very pronounced in their own store. Eighty per cent of their mattress sales were spring interior, with the remainder stuffed.

Ordinary Overlays "Out"

Mr. Mark Parkhouse, furniture buyer of Ben Evans, Swansea, reported similar reactions to the spring interior in an area which is 90 per cent industrial.

"Sufferers from asthma, nervous complaints and insomnia will not consider any other form of mattress, whatever the price," he said. Mr. Parkhouse placed his post-war increase as high as 85 per cent.

At one of the South Wales branches of Jay's, in Cardiff, Mr. E. J. Barber, branch manager, said that overlays had completely departed from public favour. "I am selling at the ratio of 30 spring interior mattresses to one overlay," he said.

With the idea of carrying the investigation into the home, I called on a typical row of colliers' houses in the Rhondda Valley. Here in the homes of 65 miners, spring interiors had been installed in 37 of them since the war, 19 had already purchased spring interiors before the war. The remaining nine were using overlays, all purchased during pre-war years. Said a Pontypridd manager: "Young people getting married and coming to us for furniture have, almost without exception, plumped for spring interiors."

The long story of bedding, the evolution of sleeping comforts from the handful of ferns in the cave to the spring interior, covers many years of civilisation. The world to-day believes that to work well it is necessary to sleep well. The technique of sleep has indeed much for which to thank the bedding manufacturer.

FURNITURE WANTED FOR CHILDREN'S HOME

THE County Borough of Burton-on-Trent is inviting tenders for the supply of furniture and furnishings at the Villa Home for Children—"Heath Villa," Rosliston Road, Burton-on-Trent, tenders to be received not later than August 16. Schedules of furniture and furnishings required, forms of tender and conditions of contract obtainable from: The Children's Officer, 145, Belvedere Road, Burton-on-Trent.

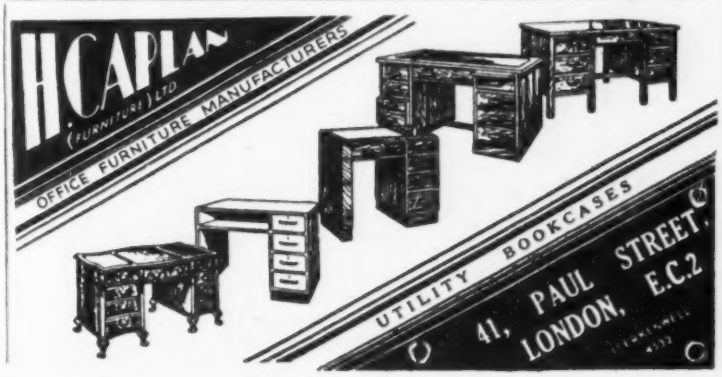
Upholsterers To Extend

PLANS to extend their business are now being worked out by Robert Smith, upholsterers and cabinetmakers, 43, St. Ann's Road, Harrow.

A *Furnishing World* reporter has been told by Mr. R. S. Withington, principal, that the programme should be completed next year.

The business was founded in 1929 by Mr. Robert Smith, who retired in 1948 when the concern was acquired by Mr. Withington.

A new branch departmental store has been opened at High Street, Walsingham, Norfolk, by Fakenham Co-operative Society, Ltd.



How to Use Lighting in Furnishing Stores and Windows

IT is now over a year since the ban on shop-window lighting was raised, and in that time a great deal of progress has been made in this art. In particular, much has been learnt about the use and misuse of fluorescent lamps, which had not previously been tried for shop windows in this country.

Fluorescent lamps made their début in 1940, and because of their very high efficiency were immediately used to light factories and workshops all over the country. It is no exaggeration to say that they contributed materially to our national effort as they made it possible for factories to work day and night with little difference in output.

Use of Fluorescent Lamps

Unfortunately the extraordinary success of fluorescent lighting for workshops led to its indiscriminate use elsewhere as soon as lamps and fittings of quite primitive types became available, and some of the results have since reacted unfavourably against it. People sometimes complain that its light is harsh and cold, and owing to the fact that during the war only two colours were available —"daylight" and "warm-white"— there is a tendency, particularly on the part of display men, to object to it on the ground that it distorts the colours of objects displayed. On the other hand, a great many people are completely convinced that the colour of light from fluorescent lamps is ideal for display purposes and they are apt to recommend their use on every possible occasion. Obviously the truth lies somewhere between these two extremes. While not condemning fluorescent lamps out of hand we must be careful not to install them in situations where they cannot be expected to give favourable results.

Shop-Window Lighting

The two main problems in shop-window lighting are light distribution and colour. The first depends on several factors such as the shape and size of the light sources, the types of reflectors used, and the position of the lamps and reflectors relative to the objects lighted. The second is almost entirely ruled by the type of lamp employed. Until quite recently it was impossible to achieve light of an accurate daylight colour without a considerable reduction in the amount of light obtained for a given current consumption.

Before the war, shop windows were generally lighted by means of one or more rows of lamps in mirrored-glass reflectors mounted behind a pelmet to conceal them from the view of passers-by. Two sorts of reflectors were used, an "intensive" which concentrated the light on a small area almost directly below it, and an "extensive" type which allowed considerably more spread of light, and in which the main axis of the beam was directed more towards the back of the window than was the case with the other kind of reflector. By using both types quite deep windows could be adequately lighted from two rows of reflectors mounted behind the pelmet.

Blue and white with red and white striped curtains provide a background for fluorescent lighting. Supplementary filament lighting is installed above the cooker and the fluorescent-lit window is a suggestion for brightening a basement kitchen display.

Lighting behind Pelmets

Shallow windows can be lighted very effectively by means of fluorescent lamps mounted behind a pelmet in the usual way, but it is rather more difficult to control the light from them than from filament lamps, so that deep windows generally need a second row of lamps about half-way back, concealed by a second pelmet. Owing to the large area of the light source, the light from fluorescent lamps tends to be very well diffused and relatively shadowless. This is inclined to make the display look somewhat flat, but can very readily be overcome by the addition of filament spotlamps to add highlights and emphasise modelling of the merchandise. The internally mirrored reflector lamps which have recently been introduced are excellent for this purpose. They are made only in the 150-watt size and take up about half the room required by a normal 150-watt lamp in a reflector.

Filament Lamps for Furniture

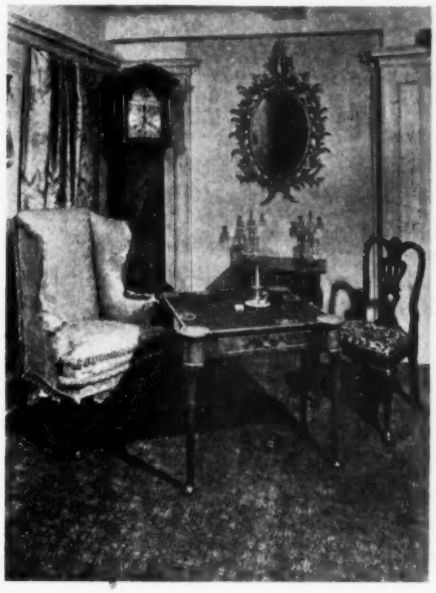
When deciding upon the most effective colour of lamp to use in a

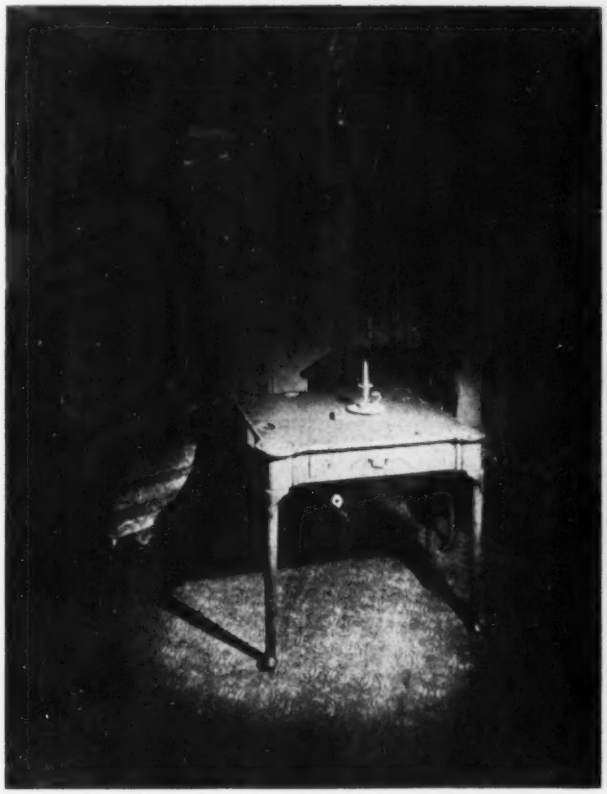
written exclusively for "Furnishing World" . . .

by

R. L. C. Tate

(E.L.M.A. Lighting Service Bureau)





ABOVE: A perfect period card-table picked out of its surroundings. LEFT: The same table seen in an appropriate background under general lighting.

shop window, the effect on the goods displayed is obviously the main consideration. It has been found that polished wooden furniture responds best to the light from filament lamps, even the mellow fluorescent fails to give the rich warm tone to the wood which is so attractive, but fabrics, especially those designed to be seen by daylight, can be displayed best under colour-matching fluorescents. This is particularly true where the paler shades of blue are concerned—filament lamps make them look faded, only under "colour matching" lamps do they look the same colour as they appear by daylight. It would appear, therefore, that if both these types of goods are to be shown in the same window, both types of lamp should be installed; and this is indeed the case. The combination of the light from these two lamps is singularly attractive, as the patches of yellow light from the filament lamps give a dappled sunlight effect which is very charming.

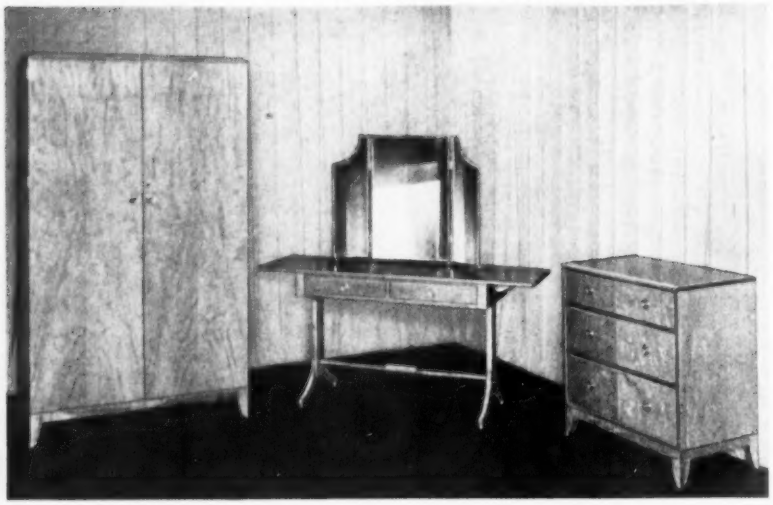
Open-Backed Windows

Most furniture shops make use of open-backed windows and these give rise to special problems. If the normal arrangement of lamps behind a pelmet is used, customers inside the shop are liable to be subjected to the full glare of the window-lighting installation. On the other hand, a feebly lit window looks most unattractive from outside the shop. In the case of fairly shallow windows a simple pelmet at the back of the windows will often be enough to screen lighting equipment from view from inside the shop, but deeper windows will need more elaborate treatment. A very effective method is to install a false ceiling of "egg-box" louvring, with the lamps mounted above it. By this means the maximum amount of light will fall on the display, while the lamps will be entirely screened from view. If spotlights are allowed to protrude through the louvres, they should be provided with spill-shields.

Showrooms Visible

Another result of the open-back technique is that the greater part of the interior of the showroom is visible from the street. It must be treated as part of the window if it is not to present a very gloomy appearance at night. The common practice of using domestic floor and table standards and pendant fittings in this part of the shop has a great deal to recommend it. In addition, the use of luminous backgrounds, either in the form of false windows, walls flooded with coloured light or lighted showcases, is an excellent way of getting the impression of brightness without a heavy current bill. In this connection the new coloured fluorescent lamps can be very useful. Made only in the five-foot 80-watt size, they are ideal for lighting large flat surfaces, and can easily be concealed by a simple pel-

(continued over page)



Suite in Abele
(Utility)

Bath Cabinet Makers' Utility Bedroom Suites are soundly constructed of fully seasoned woods to give a lifetime of service. Buyers are cordially invited to inspect the full range of these handsomely designed Suites at our Showrooms in London or in Bath.

Bath
CABINET MAKERS
AND ARTCRAFT LIMITED

Headquarters: **LOWER BRISTOL ROAD, BATH.** *London Showrooms:* **1, GRAFTON STREET, W.1**

What on earth does—

"a subtle difference"

mean?

Vague curiosity sought a dictionary definition of "subtle" and it seems that it could be "insinuating"—"not dense or gross"—"cunningly devised or artful".

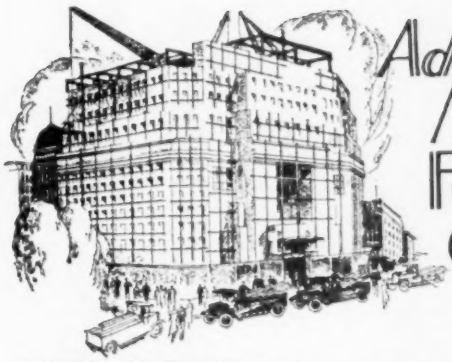
By a not too great stretch of imagination, it need not be so far out after all—the mind baulks a little at "cunningly devised", but what does it really matter—more and more people every day are asking for more and more "RELYON" Mattresses, so there must be some reason for it.

Relyon

Spring filled
MATTRESSES and DIVANS

The best in the world—

PRICE BROTHERS & CO. LTD., WELLINGTON, SOMERSET



Advance News of Furnishing Contracts

£350,000 TV STATION

CARDIFF. The British Broadcasting Corporation is negotiating for the purchase of a 100-acre site on the main Cardiff-Cowbridge Road at St. Nicholas, where it is proposed to erect a new television station, to cost about £350,000. Work will commence when site negotiations are completed, and the scheme may be completed by 1952.

BURTON-ON-TRENT. Tenders are to be invited by the B.C. for the adaptation of "Errisberg House" as a home for old people, at £6,600.

CARDIFF. Messrs. P. Thomas and Son, 10, Cathedral Road, Cardiff, are the architects for the construction of a maternity department at the Royal Infirmary.

CARLISLE. Stephen Mann, 28, Lowther Street, Carlisle, is the architect for proposed improvements to Carlisle Ex-Servicemen's Club, Ltd. Tenders are being obtained.

CHELMSFORD (Essex). Mr. J. W. Hammond, 20, North Street, Romford, is the architect for rebuilding of White Horse public house, proposed by Inde, Coope and Allsop, Ltd.

COBHAM (Surrey). L.C.C. Education Committee proposes that Hatchford Park, Cobham, Surrey, be repaired and adapted for use as a residential special school to accommodate seventy-four physically handicapped boys at an estimated cost of £33,720.

COVENTRY. The T.C. proposes an expenditure of £150,000 on the erection of civic offices.

Corporation has placed a contract for adaptation of "Roxborough," Holyhead Road, as a children's home.

GLASGOW. Messrs. Malcolm Ross and Son, 82, Main Street, Motherwell, Wishaw, are the architects for additions and alterations for the Willington Picture House, Ltd., at Commercial Road.

GRIMSBY. Corporation Welfare Services Committee has approved for submission to the Ministry of Health, plans for the conversion of "Farnhurst," Eleanor Street, Grimsby, as an old people's home.

HIGHGATE, N. Middlesex C.C. proposes a scheme for adaptation of "Mountfield," Shepherd's Hill, to form a hostel for girls, at £2,830.

HULL. Corporation Welfare Services Committee has approved revised scheme, estimated to cost £4,670, for the adaptations at Mentone House, Hessle, to form aged persons' hostel. A similar scheme is planned for Manor House, North Ferriby.

Corporation Welfare Services Committee has approved for submission to the M.H. the City architect's scheme for the erection of a hostel for aged persons.

LEIGH (Lancs.). Plans approved: Labour club at Etna Street, for Labour Party. Community centre in Rothay Street, for Bedford Old Age Pensioners.

LONDON, E.C. Mr. G. Allen, architect, St. Paul's Cathedral, E.C., has been granted a licence for the reconstruction of the Chapter House at St. Paul's Cathedral, for the Dean and Chapter of St. Paul's. Cost estimated at £15,000.

LONDON, W. The Royal Society of Medicine, Wimpole Street, London, W.1, will spend £100,000 on extensions and reconstruction of their premises. Of this sum £75,000 will be spent on the library. Plans include an additional floor to be added to the top of the building.

LONDON, W.C.2. The architect for repairs proposed at Somerset House, London, W.C.2, estimated to cost £120,000, is Professor A. E. Richardson, 31, Old Burlington Street, London, W.1.

MANCHESTER. Regional Hospital Board approval recommended to extensions of X-ray department and modernisation of ward at the Monsall Isolation Hospital. Estimated costs £2,420 and £15,750 respectively.

MORECAMBE AND HEYSHAM (Lancs.). The T.C. has received plans for a permanent structure for the Ice Drome. The proprietor is Leonard Thompson.

NEWCASTLE-ON-TYNE. The architects for the erection of a canteen, for Cut-Outs, Ltd., Shields Road, are Stephenson and Gillis, Saville Chambers, Saville Row, Newcastle.

Getting the Best Out of Your Lighting

(from page 53)

met mounted quite close to the wall.

When using strong coloured light of this nature, it must be borne in mind that it will distort the apparent colours of articles on which it falls. This can be very effective in the case of a shop window, if a spotlight is also used to give a pool of white light so that the true colours of some special object of display can be seen, but it is obviously unwise to expose customers to the rather bizarre effects of illumination by strongly coloured light. Anyone who has experience of the yellow sodium lamp used for street lighting will see very clearly the point of this statement. In consequence, as a general rule, it is best to use strong coloured light entirely for background lighting, when it can produce extremely charming effects very easily.

No shopkeeper makes costly alterations to his premises without carefully checking the advantages he hopes to gain against the outlay involved. Good lighting has been proved to have a remarkable effect in increasing sales, and this fact is fully realised in the furniture trade. A survey made last year in several towns in different parts of the country showed that 88 per cent of the furnishers' windows observed were lighted after shop hours, showing that their proprietors were alive to the possibilities of the attractive power of light. In this connection too it is interesting to note that while the price of almost every other commodity has risen since the war, the price of lamps has steadily decreased; a 100-watt coiled-coil filament lamp costing two shillings in 1939 is now only 1s. 8d., although 5d. purchase tax raises the price to 2s. 1d.

CITY NEWS • CITY NEWS • CITY NEWS • CITY NEWS • CITY N

Good Recovery By Jentique

A FINAL dividend of 12½ per cent, plus a bonus of 5 per cent on the Ordinary shares, making 30 per cent, less tax, for the year ended June 30, 1950, has been declared by **Jentique** on the capital as increased by a 100 per cent bonus last October. For the previous year, the distribution totalled 40 per cent, less tax, comprising interim 17½ per cent, and final 22½ per cent.

Total group profits amounted to £77,839, against £27,478 for 1948-49. Taxation absorbs £41,610 (£13,696). The bonus share account receives £6,806 and written off bonus share expenses £602. Investment reserve is allocated £3,600, and the amount to be carried forward is £47,270 (£35,249).

The parent's profit, before tax, was £55,876 (£40,999) and the subsidiary £21,963 (loss £13,521).

The "Financial Times" comments: Twelve months ago there was some mild criticism of the decision of the directors of Jentique to double the capital by a scrip bonus at a time when they were reporting smaller profits. When the full report appeared, however, a fairly confident view was taken of the prospects of the business. It was certainly not unjustified.

A preliminary statement of the past year's results indicates that a very material recovery has been achieved. Still more to the point, the dividend is being increased.

Denny Mott Profit Up By £150,000

A TRADING profit for the year to March 31 of £410,673 (£251,775) has been announced by **Denny Mott & Dickson**, after charging directors' emoluments, pensions, etc., £36,477 (£31,161), depreciation £47,462 (£53,185), miscellaneous expenditure £4,738 (£6,572).

To Preference dividend £6,600 (same), Preferred Ordinary, 8 per cent, £29,920 (same), Ordinary, 10 per cent (same), £18,700 (same), profit retained £209,431 (£180,339). To parent company's general reserve £40,000 (£25,000), contingencies reserve £15,000 (nil).

To subsidiaries: capital reserve nil (£50,000), general reserve £12,301 (£13,403), contingencies reserve £25,813 (nil), exchange fluctuation reserve £10,000 (£3,000), profits unappropriated for parent company £57,925 (£60,610), for subsidiaries £48,392 (£28,326).

The chairman, Mr. A. C. C. Darby, says that the hardwood department has been satisfactorily developed. Dealing with future policy, he states that while awaiting full decontrol and the establishment of normal trading conditions, the reserves are to be strengthened.

Catalin's Quarterly Profit is £6,000

PROFIT for the second quarter of 1950 for **Catalin, Ltd.**, is £6,089, making £11,402 for six months ending June 30. The chairman, Mr. J. E. Currie states: "The improvement reflected in the first quarter has been maintained. We expect to continue to operate profitably."

John Sadd Trading Balance £53,000

CONSOLIDATED trading balance to March 31 for **John Sadd & Sons** is £52,990 (£67,911), with other income, making £54,215 compared with £69,056 for the previous year. Preference redemption reserve £1,000 (£500), general reserve £19,630 (nil), dividends on Preference shares £1,238 (£619).

Ordinary interim 5 per cent on trebled capital £3,762 (15 per cent, same), and final 10 per cent £7,524 (30 per cent, same), forward £39,046.

Bambergers Make £294,000

CONSOLIDATED trading profit for **Bambergers** for the year to March 31, 1950, in £293,972 (£154,248 for period June 24, 1948, to March 31, 1949), plus income from trade investments £3,151 (£1,752). Other figures include: to Preference dividends £8,250 (£6,188), Ordinary dividend 15 per cent (11 per cent), £24,750 (£18,150), forward £6,796 (£6,535).

The Gazette

THE BANKRUPTCY ACTS 1914 and 1926

BANKRUPTCY PROCEEDINGS

Jack **Mills**, trading as **"Household Supply Stores,"** 99, Market Street, Eastleigh, Hants., second-hand furniture dealer and upholsterer. First meeting August 15 at the Official Receiver's Office, 16, Westwood Road, Southampton, and public examination October 11 at The Court House, Castle Square, Southampton.

INTENDED DIVIDEND

Arthur Harry **Christmas**, 40, Queen's Road, Edmonton, N.9, furniture dealer, lately carrying on business as **Merry's** at 791, High Road, Tottenham, London, N.17; 116, High Street, Clapham, London, S.W., and 28, Silver Street, London, N.18. No. 11 of 1948. Claims August 19 to Robert Alexander Rodgers, 25, Bedford Row, London, W.C.1.

THE COMPANIES ACTS WINDING-UP ORDER

Bri-Tone Furnishers, Ltd., 71, High Street, Southend-on-Sea, formerly 19, High Street, Maldon, Essex. Winding-up Order July 24.

FIRST MEETING

Moss Veneering Co., Ltd., 49-51, Moss Street, Roman Road, Bethnal Green, London, E.2, cabinet makers, french polishers, etc. First meeting August 11 at Inveresk House, 346, Strand, London, W.C.2.

RECEIVERSHIPS (Appointment or Release)

Delaware Co. (Furnishers), Ltd., 70, St. Mary Axe, E.C.3.—H. C. Rudolf of Balfour House, Finsbury Pavement, E.C.2, ceased to act as Receiver and Manager on January 20, 1950 (notice filed July 14, 1950.).

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

The County Upholstering Service, 13, Chapel Place, Tunbridge Wells. £144 10s. 9d. June 28.

Standard Cabinet Co., Ltd., R/O: 112, City Road, E.C.1. £10 8s. 10d. June 30.

Murray, L. G. (male), 50a, Romney Road, Willesborough, furniture dealer. £12 2s. June 26.

Lea Bridge Warehouses (a firm), 2, Lea Bridge Road, E.5, furnishers. £11 5s. 2d. June 26.

Bennett Bros. (a firm), Presteigne, upholsterers. £10 17s. 11d. July 5.

Thomas, Arthur, 109, Gt. George Street, Liverpool, Lancs., piano repairer and secondhand furniture dealer. £31 16s. 9d. June 29.

Gorman, Peter, 2, Wythburn Place, Beaconlough, Gateshead, upholsterer. £25 1s. 9d. July 4.

Abbott, E. (male), 25, Lindfield Street, Poplar, furniture dealer. £18 13s. June 26.

Churchman, S. (male), 73a, Priory Street, Bedford, upholsterer. £10 8s. 7d. July 10.

Change of Name

Elijah Gray & Sons, Ltd., house furnishers, etc., 138, London Road, St. Leonards-on-Sea. — Name changed to Grays Properties, Ltd., on July 14, 1950.

Many New Furnishing Companies

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116, Chancery Lane, W.C.2.

Talboys & Price, Ltd.—Registered March 14, 1950. 27a, Moor Lane, Witton, Birmingham, 6. To carry on business of manufacturers of and dealers in tubular furniture, toys and tubular metal products, etc. Nominal capital; £1,000 in £1 shares. Permanent directors: W. J. Talboys, 42, Hesketh Crescent, Erdington, Birmingham, 23; W. S. Price, 8, Shipton Road, Maney, Sutton Coldfield, Warwicks.

Bright's Cabinet Co., Ltd.—Registered March 15, 1950. 112, City Road, E.C.1. To carry on business of manufacturers of and dealers in furniture, cabinets, chests, etc. Nominal capital: £2,000 in £1 shares. Directors: To be appointed by subscribers.

Ariel Bedding Co., Ltd.—Registered March 16, 1950. 27, Martin Lane, Cannon Street, E.C.4. To acquire any rights relating to sectionally built feather beds and pillows, and the trade mark or name "Ariel," etc. Nominal capital: £100 in £1 shares. Directors: G. Preston, 12, Styvechale Avenue, Earlsdon, Coventry; C. B. Fleet, 90, Sleaford Road, Boston; Lt.-Col. E. A. M. Cleveland, M.C.; and A. R. Leafe.

Hone & Jones, Ltd.—Registered March 16, 1950. 21, Bridge Street, Cardiff. To carry on business of complete house furnishers, etc. Nominal capital: £1,000 in £1 shares. Directors: D. C. Hone, 71, Pencisely Road, Llandaff, Cardiff; C. B. Jones, 41, Llyswen Road, Cyncoed, Cardiff.

L. Ramm & Sons, Ltd.—Registered March 16, 1950. 1, Mount Vernon, Liverpool. To carry on business of furniture manufacturers, etc. Nominal capital: £10,000 in £1 shares. Directors: T. H. Ramm (permanent) and Mrs. R. M. Ramm, 55, Childwall Crescent, Liverpool, 16.

Conroys (Jarrow), Ltd. — Registered March 17, 1950. 32, Grange Road, Jarrow-on-Tyne. To carry on business of furnishers, upholsterers, etc. Nominal capital: £5,000 in £1 shares. Directors: C. L. McMullen and Mary McMullen, 2, Kitchener Terrace, Jarrow-on-Tyne.

J. Sorenson, Ltd. — Registered March 18, 1950. To take over business of a manufacturing upholsterer carried on as "J. Sorenson" at Kempston Street, Liverpool. Nominal capital: £15,000 in £1 shares. Directors: Not named.

J. Teale (Wholesalers) Co., Ltd.—Registered April 18, 1950. 6, Crowndale Road, N.W.1. To carry on business of manufacturers of and wholesalers and retail dealers in carpets, floor coverings, etc. Nominal capital: £3,500 in £1 shares. Directors: J. D. Teale, 10, Charrington Street, N.W.1; A. T. Hattersley, 91, Chetwynd Road, N.W.5.

Sherwoods (Furniture), Ltd. — Registered April 20, 1950. 668, Fulham Road, S.W.6. To take over business carried on as "Sherwoods" at Fulham Road, S.W.6. Nominal capital: £2,700 in £1 shares. Director: K. Rudnicki, 668, Fulham Road, S.W.6.

Cussins of Wakefield, Ltd.—Registered April 20, 1950. To carry on business of house furnishers, upholsterers, etc. Nominal capital: £1,000 in £1 shares. Directors: Not named.

Stanley Heryet, Ltd.—Registered April 20, 1950. 11, High Street, Purley, Surrey. To take over business of a cabinet maker and upholsterer carried on as "Stanley Heryet" at Purley. Nominal capital: £1,500 in £1 shares. Directors: S. C. Heryet (permanent) and Mrs. A. M. Heryet, 7a, Purley Parade, Purley.

Myer Gorwits, Ltd.—Registered April 21, 1950. 1, Elmwood Place, Leeds, 7. To carry on business of manufacturers of and dealers in veneers, panelling, mouldings, etc. Nominal capital: £6,000 in £1 shares. Permanent directors: M. Gorwits, 19, Roundhay View, Leeds; H. Dresser, 75, St. Martin's Avenue, Leeds.

Pearl Upholstery, Ltd. — Registered April 22, 1950. Talbot House, 9, Arundel Street, W.C.2. Nominal capital: £1,500 in £1 shares. Directors: F. J. J. Pyle (permanent) and Mrs. M. G. Pyle, 3, Mackie Road, Tulse Hill, S.W.2; S. Bacon, 10, Latimer Road, S.W.19 (permanent).

Ricemans, Ltd.—Registered April 22, 1950. To carry on business of drapers and furnishing and general warehousemen, etc. Nominal capital: £25,000 in £1 shares. Directors: Not named. Subscribers: L. W. Dunnell and F. Petheran (clerks), 18, Austin Friars, E.C.2.

Stacey's of Chelsea, Ltd.—Registered April 22, 1950. 66, Victoria Street, S.W.1. To take over business of a cabinet maker, joiner and general woodworker carried on at 75, Royal Hospital Road, Chelsea, by J. H. Stacey. Nominal capital: £3,000 in £1 shares. Directors: Millicent E. A. Allen, Flat 11, 15, Chelsea Embankment, S.W.; J. H. Stacey, 75, Royal Hospital Road, Chelsea.

Upholstery Fillings Association (Security), Ltd.—Registered April 27, 1950. Effingham House, Arundel Street, W.C.2. To carry on business of a mutual trade protection association. The income and property of the association, whencesoever derived, shall be applied for the promotion of its objects.

George Street Warehouse Co., Ltd.—Registered April 25, 1950. 25, George Street, Manchester, 1. To carry on business of manufacturers of and dealers in household linen goods, etc. Nominal capital: £1,000 in £1 shares. Directors: N. Rose, 12, Rathen Road, Withington, Manchester, 20; S. Lyons, 44, Rawlinson Road, Southport.

Gambiers, Ltd.—Registered April 26, 1950. 4/5, Seven Ways Parade, Woodford Avenue, Ilford. To carry on business of merchants of and dealers in rayon, silk and other fabrics and furnishings, etc. Nominal capital: £3,000 in £1 shares. Directors: F. W. Gambier and Mrs. R. L. Gambier, 52, Sunnyside Gardens, Upminster, Essex.

Sunspring, Ltd.—Registered April 27, 1950. 22, City Road, Guiseley, Nr. Leeds. To carry on business of manufacturers of and dealers in tubular steel pushchairs, perambulators and toy and novelty replicas of all kinds, etc. Nominal capital: £5,000 in £1 shares. Directors: A. Wood (permanent) and Winifred Wood, 12, Hawkstone View, Guiseley, Nr. Leeds.

Ward & Green, Ltd.—Registered April 27, 1950. Gigg Mills, Nailsworth, Glos. To take over business of furniture, school and office furniture and joinery manufacturers carried on at Nailsworth by P. L. Ward and P. W. Green as Ward & Green. Nominal capital: £1,000 in £1 shares. Permanent directors: P. L. Ward, 2 Clare Villa, Bath Road Stroud, Glos. (chairman); P. W. Green The Mount, Bisley Old Road, Stroud, Glos.

Gieve, Howell, Gieve & Co., Ltd.—Registered April 27, 1950. 61, Northdown Street, N.1. To carry on business of cabinet makers, wood workers, etc. Nominal capital: £100 in £1 shares. Directors: H. P. Gieve and P. F. Gieve, 28, Rectory Gardens, Hornsey, N.8; L. V. Howell, 94, Mountgrace Road, Potters Bar, Middlesex.

Pearson's (Acton), Ltd.—Registered May 4, 1950. 140, Churchfield Road, Acton, W.3. To carry on business of manufacturers, exporters and importers of carpets, linoleums, etc. Nominal capital: £5,000 in £1 shares. Directors: H. Pearson, 45, Princes Gardens, West Acton, W.3; N. Behar, 190, Holland Road, Kensington, W.

The . . .

Timber & General Mutual Accident Insurance Association, Limited

REGIS HOUSE, KING WILLIAM STREET, LONDON, E.C.4.

FOUNDED IN THE YEAR 1916 TO FURTHER THE INTERESTS OF THE TIMBER AND ALLIED TRADES

SPECIAL ANNOUNCEMENT

The Directors have pleasure in announcing that the position disclosed by the Association's accounts for the ten months ending 31st October, 1949, enables the Directors to make to all Members a Return of

20%

of the Employers' Liability premiums paid for the insurance year ending in 1949.

In addition to the above, Members whose policies are renewed in 1950 will receive

15%

bonus calculated on the premium paid for the year 1949/50.

If you are not a Member, why not obtain details of our rates?

The affairs of the Association are directed by the following members of the Timber Trade:—

J. L. BAYNES, Esq.,
(Gabriel Wade & English, Ltd.)
Chairman

E. P. TETSALL, Esq.,
(Wm. Brown & Co. [Ipswich], Ltd.)
Vice-Chairman

J. FRANK ASHTON, Esq.
(John H. Ashton, Ltd.)

W. O. WOODWARD, Esq.
(Nottingham Mills Co., Ltd.)

J. STANLEY MEGGITT, Esq.
(Meggitt & Jones, Ltd.)

A. H. SHERRY, Esq.
(E. Sherry, Ltd.)

H. N. NEWSUM, Esq. M.C., J.P.
(H. Newsum, Sons & Co., Ltd.)

"We have now placed several large contracts for French Beech Squares and Dimension Stock. We invite enquiries for all sizes from our friends in the Trade."

WEISBAUM BROS. LTD.
14-15, COLEMAN ST., LONDON, E.C.2
Telephone: MONARCH 4553/4/5

The Furniture Bedding & Upholstery Manufacturer

VOL. 26, No. 334 *August 11th, 1950*

A PRACTICAL JOURNAL FOR THE FURNITURE AND WOODWORKING INDUSTRIES

A further "World" review of

Furniture Designs for The Festival

PICTURES of furniture and furnishings continue to pour in to the Council of Industrial Design's Stock List for the 1951 Festival of Britain. One thing is certain: when the selection panel has completed its task and the Stock List is closed for further entries, it will include the best in British craftsmanship and furniture design.

OVERSEAS visitors will be able to see, in actual exhibits and photographs, what the British furniture industry has achieved since designers and manufacturers were given freedom in design, and hardwood control was removed.

Good use has been made of the better timber supplies, and various woods have been blended in much of the furniture to give a pleasing appearance and sturdy construction.

Big advances have been made in unit furniture, which has lost something of its early "box-like" appearance, but some criticism may be levelled at the chairs, which show a rather disappointing similarity in design.

Some stimulating ideas have been forthcoming in this department, such as the "shell" easy chair designed by Dennis Young and the latest models of Ernest Race, but these are in the minority.

Among the most recent additions to the Stock List is Neil Morris's new "Cumbrae" bedroom furniture, which is made from Australian walnut edged with sycamore. It consists of twin beds, made in 3 ft. and 4 ft. 6 in. models, a bedside table, dressing table and stool. The dressing-table mirror is designed to slide right off so that the table can be used as a dining-room fitment or a writing table.

The method of construction employed in the dressing table designed by K. G. Brown and produced by Macneill Bros. is particularly interesting. The drawer fronts are made from ¾ in. plywood veneered in burr walnut. Plywood ⅜ in. is used for the ends, and the top is veneered in plain walnut.

African walnut has been used for the solid wood parts, and the manufacturers state that the carved motif in the design may be omitted if desired. The pedestals are angled

(continued over page)

Natural oak or Australian walnut is used in the "Kingsdown" bureau designed by Leslie T. Corke and manufactured by Finewood Products, Ltd.

THE CROWN SPRING CO. LTD.
Littleton Street - - West Bromwich
'Phone: 0388

COPPERED UPHOLSTERY SPRINGS, ALSO CONE AND TENSION SPRINGS FOR UTILITY SPRINGING. NO UNITS OR MESHES AVAILABLE.

More Furniture for the Festival

The new "Cumbrae" bedroom furniture by Neil Morris, of Glasgow, is made of Australian walnut edged with sycamore. The dressing-table mirror is designed to slide right off, so that the table can be used as a dining-room fitment or a writing table.

(*from previous page*)

slightly outwards. The bowed centre top overlaps the side pedestals, and the small two-door cupboard is intended for cosmetics.

Leslie T. Corke, the designer, has made an important contribution to unit furniture with the "Lonsdale," to be shown in the Stock List, as a glass-fronted bookcase. It is made of natural oak and Australian walnut, and has sliding plate-glass doors and two adjustable shelves. Panel doors at the bottom of the unit are in Australian walnut with dry shine interior. The unit is set on a black plinth. The "Lonsdale" is made by Finewood Products, Ltd.

The same designer and manufacturer have combined to produce the "Kingsdown" bureau in natural oak or Australian walnut. The two drawers measure 4½ in., and there is a sliding flap above the interior. The half top is lined with leather.

Two new sideboards present an interesting contrast in style, although similarities may be detected in the basic design.

The "Ercol" 4 ft. 3 in. sideboard, designed by E. R. Ercolani and made by Furniture Industries, Ltd., is made of solid timber, beech and elm waxed natural or dark. Plywood is used for the drawer bottoms and dust boards. The left-hand drawer is fitted with a sliding cutlery tray, and the designer has attempted to show in the door handle a connection between simple contemporary furniture and traditional design.

The waxed mahogany sideboard of A. J. Milne has doors, sides and drawer fronts of wych elm fitted with satin brass handles. It is fitted with two drawers, one with baize for cutlery, and two cupboards with a shelf. The manufacturers are Heal & Son, Ltd.

The "Ercol" sideboard is made from beech and elm waxed natural or dark. (Furniture Industries, Ltd.)

This waxed mahogany sideboard has doors, sides and drawer fronts made of wych elm and fitted with satin brass handles. Designer, A. J. Milne; manufacturer, Heal & Son, Ltd.

The *World* has already published a full description of the new Ernest Race chairs designed specifically for women, which have just been added to the Stock List.

But another recent addition, which is well worth a note, is the "shell" easy chair designed by Dennis Young. The frame is a pre-formed shell of "fibrenyle" plastic covered on the outside with somic. The upholstery is of latex. The steel rod legs have a stove-enamelled finish and rubber feet, and the frame is easily detached from the legs. Both components then stack compactly.

The special *World* survey last year of the Stock List showed a trend towards "simplicity of line, a greater use of light-coloured woods, and fitness for purpose." That trend is being continued in 1950, but the months between have produced no notable advance in furniture design.

It is therefore interesting to read two views on the subject. An English furniture manufacturer has told the *World* Features Editor that "You cannot improve on design to-day"; an American expert has said that "Modern furniture now can never die. It has reached a stage of beauty in its conception that allows it to rub shoulders with the finest furnishings of all time."

The Festival of Britain offers an unparalleled opportunity to the furniture industry to show that it still leads in craftsmanship and design.

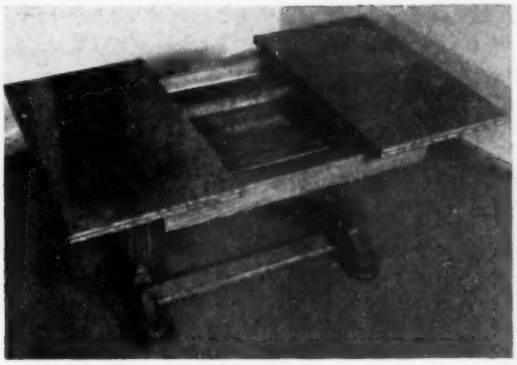
Students Tour Sagar Works

STUDENTS from the second-year building class of the Manchester College of Technology recently toured the works of J. Sagar & Co., Ltd.

In the pattern shop they were given working demonstrations of the machines installed there. The heavy and light machine shops, fitting bays and the testing departments were visited and it was in the testing department that the students were able to watch one of Sagar's well-known AGC fourcutters undergoing operational and final tests.

Woodworking machines, as was to be expected, seemed to appeal most to the students, but some of them showed keen interest in the laboratory testing machines and the method employed in these works to ensure that degree of precision so necessary in the manufacture of high-speed woodworking machinery.

At the conclusion of the tour of inspection, the students were entertained in the works canteen.



A prototype table showing the leaves opened on the concealed action, with the folded leaf in the centre. A person sitting at one end of the table has only to pull one leaf for them both to slide easily apart. (Winlaw Furnishing Products, Ltd.)

Another prototype design by Winlaw Furnishing Products, Ltd., showing the centre flap nearly in position. A foolproof American hinge, which Winlaw are to mass-produce in this country, enables the leaf to be lifted into position by only finger-tip control.

Future of Furniture Lies in Mechanisation

—says Jack Winick

"YOU cannot improve on design to-day. There is plenty of business about, but there is nothing new to attract the customers. The answer lies in mechanics; simple, inexpensive and fool-proof mechanical actions."

THIS is the opinion of a furniture manufacturer, Mr. Jack Winick, of Winlaw Furnishing Products, Ltd., London, N.1, given to *World* Features Editor in an office strewn with the results of various mechanical experiments.

Mr. Winick, who has spent all his life in the furniture trade, believes that only through mechanics can the furniture industry combat the competition which he believes is offered by television.

"The housewife to-day looks for furniture with special features: simple, labour-saving features which she can demonstrate to her friends. She would, for instance, be more attracted to a wardrobe with an automatic action that enabled her to open both doors by merely pulling one, than by the ordinary models to be seen in most shops.

"Modern furniture design has reached its peak, and variations on a known theme will not bring back business."

Mr. Winick has just designed and patented an all-metal action for draw-leaf tables which he hopes to sell to the trade. The action has been incorporated in two prototype tables. A gentle pull on one leaf opens them both, and a centre leaf is then pivoted into position by fingertip control.

The metal action is concealed, and Mr. Winick claimed that one of its main features was that it could be used on any draw-leaf table. The cabinetmaker has merely to screw it to the square frame. The centre leaf pivots on an American hinge which he has arranged to produce in this country.

"It has meant a certain amount of re-tooling, but I am now ready to produce these actions in any number, and to any size. It is inexpensive, and there are no complicated springs or triggers to go wrong. I can 'stop' them to suit a manufacturer's requirements, and they are as easily fitted to a Utility table as they are to a more expensive article."

Other advantages that Mr. Winick foresaw for this action were greater freedom in design, easier dusting for the housewife, and no traps for the children's fingers.

But this enterprising manufacturer is by no means resting on his laurels. He demonstrated two further inventions of his which he hopes shortly to put in production.

One of these is a completely automatic action for a draw-leaf table; a pull on one leaf, and the concealed centre leaf lifts itself into position. The other? A concealed, self-supporting hinge, particularly suitable for use in cocktail cabinets.

New Developments in Office Furniture Design

Shown in Manchester Next Month

THE task of relieving the drabness of old property converted into offices—a still very-evident sign of the building shortage—has been ingeniously tackled by office equipment manufacturers preparing their exhibits for the Business Efficiency Exhibition which opens at the City Hall, Manchester, on September 6.

ORGANISED by the Office Appliance Trades Association of Great Britain and Ireland, the exhibition which will occupy 30,000 square feet and to which 80 firms are contributing, will run until September 16.

More sober hues have been chosen for executive chairs which feature automatic positional seating, self-adjusting to the correct height and with pivot backrests. Upholstery for these will be available in a variety of colours.

Administrative desks in matching colours with pontoon - mounted pedestals providing exceptional leg-room, and non-glare tops, are also to be exhibited by Rubery Owen & Co., Staffs.

Scientific Research by Forest Products into Adhesives will mean...

Lower Costs, More Efficiency in Furniture Production

LAST week, the "Furnishing World" summarised that section of the Forest Products Research annual reports for 1939-1947 which dealt with plywood and wood bending.

In this issue, the "World" reviews the results of further researches during the nine years covered by the reports which are vitally important to everybody connected with woodworking and the furniture industry.

THE work of maintaining and extending the long-term durability tests on all types of adhesives has continued. On glues for plywood manufacture, the tests with home-grown beech, begun in February, 1945, are now yielding cumulative results, and a report analysing the observations of the first complete year has been prepared. (This report, in its revised version, will be published in the *World* as soon as it is issued.)

At this stage, say Forest Products, it would be premature to give, in any detail, the indications of this experiment, but where the most severe weathering conditions are concerned, it is already certain that the phenolic resins are more durable than the urea resins.

Allied tests are now under way on 14 different adhesives, using lime and gaboon for the plywood instead of beech. These timbers subject the adhesive to less harsh conditions of stress under changing weather conditions. At the request of the industry the question of possible variation of glue durability with other timber species is to receive attention.

Testing Assembly Glues

For testing assembly glues, many types of test-unit and a wide range of exposure conditions must be employed. In 1946, a series of experiments on about 50 ply-clad frames was started. Beech or Douglas fir plywood is glued to both faces of a softwood frame which forms one side of a long hut of triangular section. One side of the test unit is thus exposed to weather and the other protected from sun and rain but in contact with outdoor air.

The adoption of several ways of protecting the edges of the glued areas from direct weather, such as by paint or by cover-strips, adds to the scope of the experiment, and the two ply-clad faces of the frames themselves serve for comparative purposes.

A second test-unit, a laminated beam, tests in large joints the relative durability of the different types of glue. Casein glue, for example, fails very quickly in plywood exposed to severe weather conditions, but it is thought that in large joints into which moisture cannot readily penetrate, its performance may be satisfactory for long periods. The beams are loaded so as to impose a steady shear stress on the glue lines, and exposed both to weather and also the conditions of a ventilated, unheated shed.

Both the ply-clad frames and the laminated beams are intended for long-term tests, and insufficient data are yet available upon which to publish results.

Research on Urea and Phenolic Resins

Ageing tests continue on gap joints—those with a glue-line 50-thousandths of an inch thick—made to the British Standard specification, and the number of glues under trial is steadily increasing.

A progress report on such joints stored for four years shows that the decrease in strength over this period was about 25 per cent with urea resins, and 10 per cent with the phenolics.

In collaboration with the Ministry of Supply, this work on the natural durability of adhesives is to be extended to tropical conditions, and plans are now being prepared. Amongst the smaller experiments has been one to determine the effects on the finished plywood of the moisture content of the wood at the time of gluing, and of subsequent changes. The influence of type of adhesive on the "movement" of plywood has been examined, and at the request of industry, information on the new polyvinyl acetate emulsions as wood adhesives has been compiled.

In March, the report continues, the Adhesive Makers' Panel completed its second year, and the members took stock of its activities after consultation with their associations. It had been unanimously agreed that informal panels of this type were highly effective as a means of liaison between the Laboratory and industry. The Panel has been strengthened by representatives of the B.F.M., the Association of British Plywood Manufacturers, and the Society of British Aircraft Constructors.

At the Panel's request, and in collaboration with the Mathematics Department of the National Physical Laboratory, a statistical analysis of the failing loads of British Standards type glued joints is nearing completion.

(Continued Next Week)

Modern Design Here to Stay—U.S. Expert

"MODERN furniture now can never die. It has reached a stage of beauty in its conception that allows it to rub shoulders with the finest furnishings of all time."

THIS eulogy of modern furniture was made by Christine Holbrook, editor of the American magazine *Homes and Gardens*, at a recent convention of the U.S. Home Economists in Business, writes *World's* American correspondent.

It was Mrs. Holbrook's opinion that the acceptance of modern furniture was delayed because early designs were too reminiscent of plumbing. But now it had achieved a free, new expression that met the desire for informal, comfortable living prevalent to-day in America.

The strongest preference for modern furniture was among families in the younger age groups. Quoting from a recent survey, Mrs. Holbrook said that among families building new homes of their own, in the age group under 25, 61 per cent used modern in the living-room, 65 per cent in the dining-room, and 54 per cent in the bedrooms.

In contrast, of those 55 years and over, 26 per cent used modern in the living-room, 24 per cent in the dining-room, and 30 per cent in bedrooms. Families over 45 preferred combinations which accented strongly the large and important replacement market.

Manchester Needs Exhibition Hall

MANCHESTER Corporation Development Committee has adopted a resolution declaring that there is urgent need for the erection in Manchester of a suitable exhibition hall (with commercial stockrooms) if the city is to retain its position as the principal commercial centre in the north-west of England.

FURNITURE CINEMA MOTOR CAR

Spring Seating

If it's

NON SAG

The Rest is Guaranteed

TELEPHONE
HIGH WYCOMBE 96

TELEGRAMS
NON-SAG
HIGH WYCOMBE

NON SAG

SEATING COMPANY LIMITED
KITCHENER ROAD · HIGH WYCOMBE · BUCKS

Manufacturers of SPRING UNITS · UPHOLSTERY SPRINGS · CLOSE COIL SPRINGS of all descriptions.

A glue for every purpose

'LENTUS' (HOT) CALBAR (COLD) 'VENEERIT (HOT & COLD)

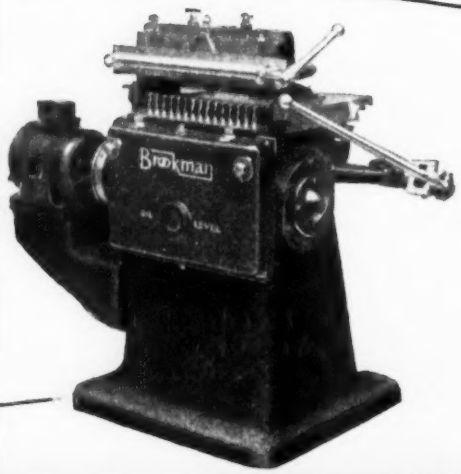
Skin glues and caseins—plastic adhesives

- ALL BRANDS ARE HALL-MARKED BY THE TEST OF TIME.
- SIMPLE APPLICATIONS—NO INTRICATE CHEMICAL PROCESSES.

BARDEN Bury LTD.

BURY—Hollins Vale Works. Telephone: Whitefield 2804-5—LANCS
LONDON—39 Blackbird Hill, Kingsbury, N.W.9. Telephone: Colindale 8262

Speed production the Brookman way



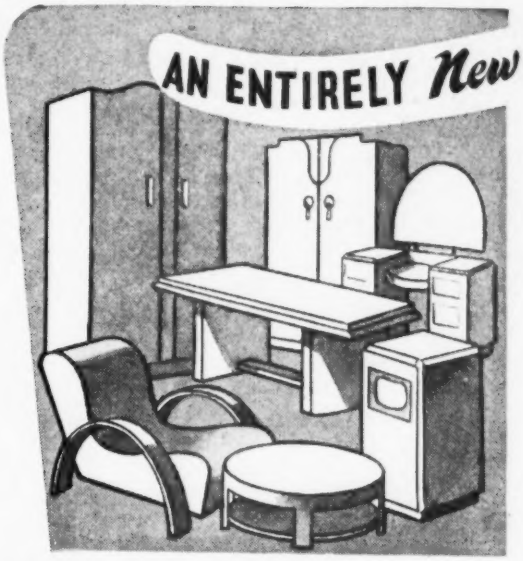
The calls for still higher productive effort are met by this versatile and handy Semi-Automatic Dovetailer. Equipped with adjustable single lever action, oil immersed bearings, and simple adjustments, it fulfils all the requirements of a trouble-free and adaptable machine.

Descriptive leaflet on request.

Brookman SEMI AUTOMATIC DOVETAILER

R.S. BROOKMAN LTD. Parkside Works, Rothley, Leics. Eng.

L.D.3



AN ENTIRELY *New Range* of WOOD LACQUERS

IN GLOSS – SEMI-GLOSS – FLAT

At last! a grain sealer with top grade adhesion—no white scratches! Less sinking! Hard and Quick Drying.

Also a bright lacquer with good flow—Rapid Hardening and High Build.

No printing!

OUR DEMONSTRATORS AT YOUR SERVICE.

EXPORT ENQUIRIES INVITED

TITANINE

HEAD OFFICE AND WORKS:
TITANINE LIMITED, COLINDALE, LONDON, N.W.9.
Colindale 8123 (6 lines)
FACTORIES: London, Surrey and Scotland.

ASSOCIATED COMPANIES: Titanine Inc., U.S.A.; N. V. Titanine, Holland; Vernici Titanine, Italy.

Getting down to the heart of things!

BAMFORD *Spring* INTERIORS

Mattress Interiors · Cushion Interiors
Spring Units for Upholstery
Standard Construction Covering
Motor Car Cushions and Squabs
Coppered Steel Upholstery Springs
Cushion Filling Machine

BAMFORD *Spring* INTERIORS LTD. CARLISLE ROAD. · THE HYDE, LONDON, N.W.9

Telephone: Colindale 7121 (3 lines) Telegrams: Welsprung, London

FACTORY ALSO AT LLWYNYPIA, GLAMORGAN, SOUTH WALES
Telephone: Tonypandy 2347

WOODWARE by S. GREENMAN LTD.

give your productions the appearance of having been planned to appeal.
Our range of embossed ornaments and mouldings is the most comprehensive in the country, while our veneered mouldings—in many shapes and all veneers—enhance the beauty of any Suite.
Our Showrooms are ideally fitted for you to examine our complete range of Woodware and Cabinet Hardware in comfort, but should you not be able to call, a Post Card will bring our Catalogue by return of post.

NO CONNECTION WITH ANY OTHER FIRM.

Tel:- SHOreditch 7836

S. GREENMAN LTD.
280-282, OLD STREET, LONDON, E.C.1.

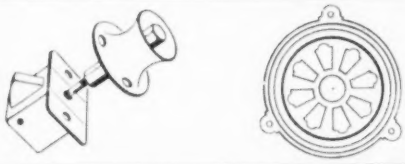
Grams:- Greenmana Ave LONDON

WILLIAMSON & KAY LTD

IMPORTERS AND STOCKISTS OF ALL THE BEST KNOWN HARDWOODS

Samples & Full information on application

Offices: LIVER CHAMBERS, 9 TITHEBARN ST., LIVERPOOL, 2
Telephone: Central 3054, 3055
Telegraphic Address: Laburnum
Storage Yards: 20 DERBY RD., LIVERPOOL, 20
(Open Storage Available)

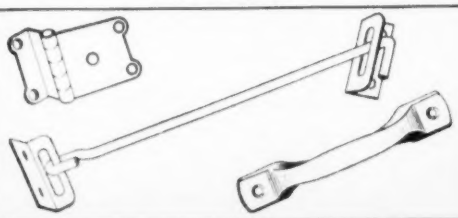


KITCHEN CABINET FITTINGS

Large stocks held

A. OAKDEN & SONS LTD.

86-90, CURTAIN ROAD, LONDON, E.C.2
TELEPHONE: BISHOPSGATE 9851 (10 LINES)
ESTABLISHED 1867



FOR ENDURANCE AND SERVICE

FLEXAL

SPRINGS AND SPRINGING FOR NATIONAL AND DOMESTIC USE

SEND YOUR ENQUIRIES TO US FOR PROMPT ATTENTION

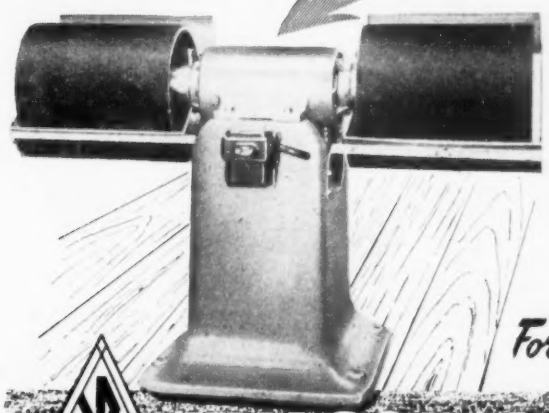
FLEXAL SPRINGS LIMITED

MAKERS OF SPRINGS OF EVERY DESCRIPTION

CAMBRIDGE WORKS — HANWELL, W.7

Telephone: EALing 5488/9

A DOUBLE DRUM SANDER



WITH THE MOTOR AN INTEGRAL PART OF THE MACHINE

✓ PRESS BUTTON CONTROL

✓ ALUMINIUM DRUMS (Standard Size 14" Dia x 18" Long)

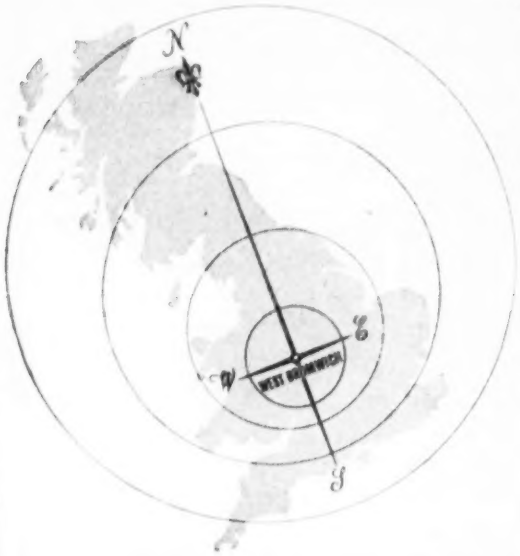
✓ SMALL PNEUMATIC DRUM CAN BE FITTED FOR NARROW ARCS.

For quick delivery write to-day to

WILSON & PEARCE Ltd

Designers and Manufacturers of Woodworking Machinery

BEACONSFIELD · BUCKS · TELEPHONE 191



Prompt delivery guaranteed on every order for FLOCK

To every corner of the British Isles, we maintain regular deliveries by road or rail. Your order for recognized grades of flock is therefore executed with the greatest possible speed.

All our flock conforms to the B.O.T. specifications for animal fibre content and is produced absolutely in accordance with the appropriate section of the B.S.I. standard of cleanliness.

Take advantage of our prompt and reliable delivery of first-grade flock. Order regularly—and keep your production lines moving. Our delivery service will save you space.

Modern covered vans ensure immediate delivery

WEST BROMWICH FLOCK COMPANY LIMITED

CLAYPIT LANE, WEST BROMWICH

Telegrams: Webflock, West Bromwich
Telephone: West Bromwich 0676

BVS 1425

A New Surface on anything! with the UNIDA 'SPRAYFAB' OUTFIT★

★ *WORKS FROM YOUR VACUUM CLEANER*

£4.4.0
(Carriage and Packing 3/6)
"Enough for 75 sq. ft."

FLOCK Spraying by low pressure in the Home, Garage and Workshop gives a luxurious velvety surface to

- **FURNITURE, WOOD, METAL, GLASS**
- **PLASTER, CAR AND RADIO FABRICS, Etc.**

Sound and Heat insulating—Washable and Durable—12 Colours available—Technique learnt in minutes.

★ **Free Advisory Service to Users** ★

THE ANSWER TO ALL RENEWING & DECORATIVE PROBLEMS

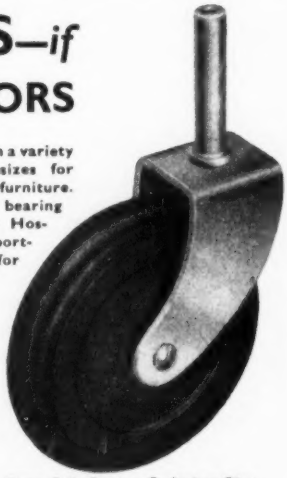
SEND 2/6 FOR SAMPLES AND FULL DETAILS TO

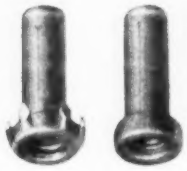
UNIDA 'SPRAYFAB,' THE MALL EALING, W.5

(*Wholesale :* **BROWN BROS. LTD.**)

HUGHES—*if it's* CASTORS

Hughes Castors are made in a variety of patterns and wheel sizes for use with wooden or steel furniture. Larger types, with ball bearing swivels are available for Hospital, Canteen and other portable equipment. Write for Catalogue A 12 now.





Type O.P. Castor. Cadmium Plated. Solid Rubber Wheels from 2" dia. Socket Fittings for Steel or Wooden Furniture from 9/16" dia.

GEO. H. **HUGHES** LTD.

THE WHEEL MAKERS

TYBURN · BIRMINGHAM · 24

CLASSIFIED ADVERTISEMENTS

"Situations Vacant" and "Wanted" and "Representatives Wanted"—2/- a line. (15 % Discount for three or more consecutive insertions.) "Representations," "For Sale," "Business Wanted," "Agencies" and other Miscellaneous Headings—2/6 a line, approximately six words. Box Number Advertisements—address counting as one line plus forwarding charge of 1/-. Display panels 30/- per inch, 25/- per ½ inch. Address: 180 Fleet Street, E.C.4. 'Phone: CHAncery 8844.

SITUATIONS VACANT

DESPATCH MANAGER required for Furniture factory; experience essential; excellent opportunity for right man.—Full details of age, experience and salary required, to: Sterling Furniture, Ltd., Sterling Works, 37, Philip Lane, Tottenham, N.15.

STOREKEEPER required for furniture manufacturers; experience essential.—Apply Sterling Furniture, Ltd., 37/55 Philip Lane, Tottenham.

CARPET and Linoleum Fitter Required, fully experienced, top rate of pay; good opportunity for the right man.—Apply Jones Bros. (Furnishers), Ltd., The Five Ways, Tunbridge Wells.

MANAGER Required for Huddersfield factory to engage in the manufacture of Bedding and Upholstery. Applicants, besides having a sound knowledge of the trade, should be capable administrators. Pension scheme; commencing salary not less than £550 per annum.—Applications, in writing, stating age, etc., qualifications and experience, to Box No. 6975 Furnishing World 180 Fleet St. E.C.4.

MILL FOREMAN REQUIRED BY LONDON MANUFACTURER OF UTILITY DINING CHAIRS; MUST BE FULLY CONVERSANT WITH MASS-PRODUCTION METHODS. FIRST-CLASS OPPORTUNITY EXISTS FOR RIGHT MAN. SALARY TO COMMENCE £750 YEAR; EXCELLENT PROSPECTS.—WRITE FULLY, GIVING DETAILS OF AGE, PAST EXPERIENCE, BOX NO. 6983 FURNISHING WORLD 180 FLEET ST. E.C.4.

EXPERIENCED UPHOLSTERESS for high-class trade, good cutter essential.—Box No. 6990 Furnishing World 180 Fleet St. E.C.4.

SALESMEN REQUIRED for both Carpet and Soft Furnishing Departments; must have experience in high-class trade and possess good knowledge of estimating.—Apply Staff Controller, Heelas Ltd., Reading.

COST ACCOUNTANT. First-class man required with timber experience.—Write full details, Metropolitan Plywood Co., Ltd., 18/30, Leonard Street, London, E.C.2.

WORKS MANAGER Required. Mass production furniture or other woodwork experience essential; top-grade post for right man.—Write full particulars, Metropolitan Plywood Co., Ltd., 18/30, Leonard Street, London, E.C.2.

SAW MILL Foreman Required for Precision Woodwork Factory. — Write details past experience, Box No. 6996 Furnishing World 180 Fleet St. E.C.4.

WORKS FOREMAN. TURNERY & SHAPED LEG (QUEEN ANNE) MANUFACTURERS. MUST BE CONVERSANT WITH AUTOMATIC LATHES. GOOD WAGE FOR RIGHT MAN. LONDON DISTRICT. BOX NO. 6956 FURNISHING WORLD 180 FLEET ST. E.C.4.

SALESMAN WANTED with good knowledge of the Trade and used to handling orders for the workshops; permanency with good remuneration.—Mills & Merricks, 16, Bridge Street, Swindon.

SALESMAN EXPERIENCED in Furniture Trade required at once; salary in proportion to experience.—Apply Sopers of Harrow, Ltd., Station Road, Harrow. Harrow 4422.

SALESMAN required, for good-class furnishing house able to serve through; suit young man with good experience and initiative.—Northover & Gilbert, Bridport, Dorset.

SITUATIONS WANTED

ENTERPRISING MANAGER (39), Single, with proved ability, seeks active interest in progressive firm of reputable House Furnishers, where personality, experience and initiative can be used to advantage.—Box No. 6987 Furnishing World 180 Fleet St. E.C.4.

WORKING DIRECTORSHIP in House Furnishing business in southern half of England sought by executive with energy, tact and 20 years' successful retail furnishing experience. Capital available.; strict confidence assured.—Box No. 6993 Furnishing World 180 Fleet St. E.C.4.

WORKS MANAGER with wide practical experience of the Trade from Drawing Office to the finished product, able to control large staff in mass-production methods.—Box No. 6999 Furnishing World 180 Fleet St. E.C.3.

EXECUTIVE POSITION Required by Chartered Secretary with 9 years' varied experience of multiple H.P. and cash retailing.—Box No. 6998 Furnishing World 180 Fleet St. E.C.4.

INSPECTOR CABINET MAKER

used to handling large output and able to assist in production, seeks position in Reputable Firm; 20 years' experience.—Apply to Box No. 6997 Furnishing World 180 Fleet St. E.C.4.

SERVICE & SUPPLIES

LOUIS MOREAU, The Quilters, 641 High Road, N.17. TOTtenham 1337. Orders promptly executed.

REPRESENTATIVES WANTED

MEN OF Live Calibre used to large earning are required by Manufacturer of competitive Dining Room, Bedroom and Occasional Furniture for all Areas. Representatives will be given the backing of a first-class sales organisation; applicants must have own car and be well introduced to buyers in territory.—Apply Box No. 6973 Furnishing World 180 Fleet St. E.C.4.

REPRESENTATIVES WANTED

REPRESENTATIVE REQUIRED by London manufacturers of good-class utility china cabinets for the following areas: North-East, North-West and Scotland; commission basis.—Write, giving experience, and reference, Box No. 6979 Furnishing World 180 Fleet St. E.C.4.

STERLING FURNITURE, LTD., TOTTENHAM, N.15, REQUIRE A REPRESENTATIVE FOR WALES. GOOD CONNECTIONS ESSENTIAL. WRITE, GIVING FULL DETAILS OF EXPERIENCE AND PRESENT REPRESENTATION.

REPRESENTATIVES REQUIRED FOR ALL PARTS OF ENGLAND, SCOTLAND AND WALES, TO HANDLE TOP-GRADE UTILITY BEDROOM SUITES. MUST HAVE LONG EXPERIENCE AND FIRST-CLASS CONNECTIONS.—APPLY IN WRITING TO N. NORMAN, LTD., 78/80, HOXTON STREET, LONDON, N.1.

REPRESENTATIVES REQUIRED for all parts of England, Scotland and Wales to handle Continental Rugs and Carpets; must have experience and first-class connections. Splendid opportunity for the right man.—Box No. 6995 Furnishing World 180 Fleet St. E.C.4.

STOCK ROOMS

GREAT WESTERN HOTEL
Swindon 2047
Opposite Station,
London and West Country
Showrooms - Conference Rooms - Stock Rooms - Expert Catering Parties
Night and Day Boots

STOCKS WANTED

WANTED.—Job stocks of furniture of any description, for cash.—W. F. Caston, 51, Brixton Station Road, S.W.9. Brixton 2133

WANTED FOR SPOT CASH

BEDROOM SUITES, DINING ROOM SUITES AND SURPLUS STOCKS OF MODERN FURNITURE.

Immediate attention.

Please write full details and price to

L. MILLARD

25, THE CUT, S.E.1.

Phone: WATERLOO 6177.

Established Over 60 Years.

(continued on page 71)

FOR QUALITY PRICE AND SERVICE WE ARE SECOND TO NONE AND INVITE YOUR ENQUIRIES

B S 1425

- WASHED FLOCKS
- FIBRES • SPRINGS
- FIBRE PADDING
- HAIR PADDING
- COTTON FELT, ETC

MANUFACTURED BY:

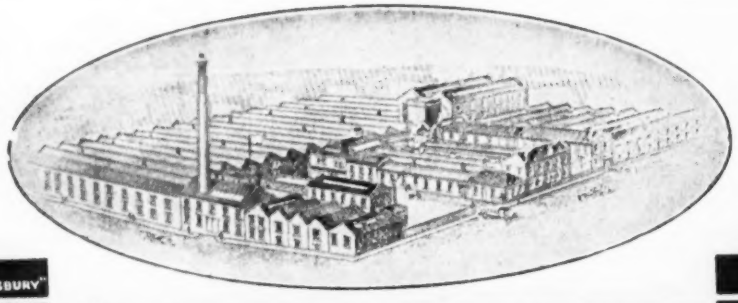
POPLAR FLOCK MILLS LTD.

LONDON OFFICES:
36, DIAMOND HOUSE
HATTON GARDEN, E.C.1
'Phone: CHANCERY 8030

FACTORIES
171-185, HACKNEY ROAD
SHOREDITCH, E.2
'Phone: SHOREDITCH 6631/2

BRIDGELAND ROAD
CUSTOM HOUSE, E.16
'Phone: ALBERT DOCK 3663/4/5

WASHED RAG FLOCKS . . .



Certified to conform to the requirements for cleanliness laid down in B.S.1425

TELEGRAMS "WILMAN BROS. DEWSBURY"

TELEPHONE No 143 & 248

MEADOW MILLS WILMAN BROS. LTD. DEWSBURY

TWINES & CORDS

for BEDDING and UPHOLSTERY
Also HESSIAN, KAPOK SPRINGS, etc.

G. J. YOUNG & Co., Ltd.
HIGH WYCOMBE, Phone: High Wycombe 112
BRANCHES: MANCHESTER & READING

Phone: BIS 2684 & 8144
For all types of
HARDBOARDS and PLASTICS

SEGAL (GENERAL MERCHANTS) LTD.
225, SHOREDITCH HIGH STREET, LONDON, E.1

LICENCE-FREE MATERIALS
PLYWOOD & VENEERS

CLASSIFIED ADVERTISEMENTS (Continued)

PREMISES WANTED

FACTORY REQUIRED, 10,000-15,000 SQ. FT., SUITABLE FOR FURNITURE MANUFACTURING; ONE OR TWO FLOORS. RENT OR BUY; WILLING TO SHARE LARGER FACTORY.—BOX NO. 6974 FURNISHING WORLD 180 FLEET ST. E.C.4.

STOCKS FOR SALE

PLYWOOD OFF-CUTS. Large quantities of 3 mm. and 9 mm, cut sizes. Enquiries and inspection invited.—H. A. Spiers & Co. Ltd., 328/330, Hackney Rd., London, E.2.

COFFEE TABLE LEGS. Rims veneered in oak, mahogany and walnut. Queen Anne and Ball and Claw legs in imported steamed beech. 4 in., 5 in. and 6 in. bulbous table legs and stumps to match. Immediate delivery.—H. A. Spiers & Co., Ltd., 330, Hackney Road, London, E.2. 'Phone: SHOreditch 8791/2/3.

SWEDISH PINE PLYWOOD SANDED 4 mm. 60 in. x 60 in. at 46/6 per hundred sq. ft. FREE OF LICENCE. Also other Cheap Lines.—List on application to: H. A. SPIERS & CO., LTD., 328/330 Hackney Road, London, E.2.

FOR SALE

RUBBER BANDS FOR BANDSAW WHEELS and Adhesives all sizes; deliveries ex stock.—Guilliet, Sons & Co., Ltd., 2, Rangoon Street, London, E.C.3.

DUST SHEETS, Brand New, Unbleached Heavy Cotton, Sizes 12′ x 6′ and 12′ x 9′. Also Tarpaulins, Brand New, 1st Quality Jute, Size 18′ x 12′. All for immediate delivery,—S. Alter, 19, Oakley Avenue, Ealing, W.5. 'Phone: ACO. 1788.

DUST SHEETS. New White Heavy Bolton Twill, 12 ft. x 6 ft., 25s.; 12 ft. x 9 ft., 37s. 6d. Excellent quality. Tarpaulins new and reconditioned. Protective covers manufactured in waterproof fabric, cotton canvas, duck or flax to specification. Samples and quotations on application.—Hill, 2, Catherine Road, Romford. ROMford 1453.

FOR SALE, Must Clear. Ex-Warehouse Burroughs Watts Full Billiard Table; Chevrolet van, old; I.F. Piano; Georgian reproduction sideboard. £200 the lot, or separately. Seen Upper Norwood, S.E.19. Tel.: LIV 0402.—Box No. 6997 Furnishing World 180 Fleet St. E.C.4.

NOW IN PRODUCTION: ¼" THICK OAK-FACED PLYWOOD, SIZES 72" x 48" AND 72" x 36", AT 1s. 3d. PER SQ. FT., EX-WORKS. — EXPRESS VENEERING CO., LTD., WATERDEN ROAD, LONDON, E.15. TELEPHONE: AMHERST 5422.

FOR SALE

WOVEN WIRE MESH IN ROLLS, 2-ply 24-gauge; Trade inquiries invited. Quick delivery.—Siddall & Hilton's, Ltd., Centre Mills, Sowerby Bridge, Yorkshire.

PREMISES AVAILABLE

SPECIAL INTEREST to Yorks and Durham and adjacent Manufacturers. New Retail Furniture Premises shortly opening up centre fresh Yorks, wide territory has approx. 2,900 sq. ft. showroom space for consideration exhibition.—Details from Box No. 6986 Furnishing World 180 Fleet St. E.C.4.

WHERE TO STAY FOR FORTHCOMING EXHIBITIONS

WHEN IN LONDON . . .

enjoy the exclusiveness of your own private flat with complete hotel service. Fully described and illustrated in an attractive brochure from:—

NEWCOURT,
27-29, Collingham Road,
London, S.W.5.

Telephone: **FRObisher 6426-9.**
Close to Earls Court Station.

Veneers of Beauty and Veneered Panels of Distinction

FOR OVER 50 YEARS

WE HAVE BEEN SUPPLYING THE LEADING HIGH-GRADE FURNITURE MANUFACTURERS WITH THE PICK OF THE WORLD'S CHOICEST VENEERS. WE INVITE YOUR ENQUIRIES.

PESKIN LTD.

Telephone
SHOreditch 5566/7

36 KINGSLAND RD., LONDON, E.2.

INDEX to ADVERTISERS

Adams, F. H., & Son 38
Alan, S. J. (Furniture), Ltd. 38
Anderson, Harry, Ltd. 10
Applied Art Glass Co., Ltd. 20
Arlington Bodybuilders, Ltd. 6
Armstrong Cork Co., Ltd.... 26
Atkins, E., Ltd. 27

Bagshaw & Morris, Ltd. Cover iv
Baker, Dulley & Co., Ltd. ... 18
Bamford Spring Interiors, Ltd. 65
Bardens (Bury), Ltd. 64
Baron Bros. 34
Bath Cabinet Makers & Artcraft, Ltd. 54
Birdsall, G. W., & Co. 38
Bluestone & Elvin, Ltd. 5
Brookman, R. S., Ltd. 64
Burgess Bedding 49
Burkraft, Ltd. 6
Burrows, A. J., & Co., Ltd. 30

Cadenhead, David A., & Son 28
Caplan, H. (Furniture), Ltd. 51
Carr, James, & Sons, Ltd. 36
Castle Bros. (Furniture), Ltd. 8
Century Furniture, Ltd. ... 37
Cheetham, Alex. J., Ltd. 39
Cinnamon, J., Ltd. 17
Collins & Hayes, Ltd. 41
Columbia Photo Services, Ltd. 38
Crown Spring Co., Ltd. 59
Curtis, G. E. S., & Co., Ltd. 12

Dancer & Hearne Bros., Ltd. 3

Elkay Furniture Products, Ltd. 35
Elwilply Veneer Co., Ltd. ... 72
Emkay Furniture Products, Ltd. 28

Finewood Products, Ltd. ... 24
Fitter Bros., Ltd. 35
Flexal Springs, Ltd. 67

Freedman Upholstering Co., Ltd. 7

Garrett, C., & Co., Ltd. 10
Gaskin, U. M., & Son 8
Gibbs, Herbert E., Ltd. 36
Gibbs, H., & Co. 26
Goldberg, Y., & Sons, Ltd. 72
Goldich, H., & Sons, Ltd. ... 1
Golightly, P., Ltd. 28
Goodchild, D., & Son, Ltd. 30
Goodwood Products (Manchester), Ltd. 34
Gore, E. A., & Co. 32
Greaves & Thomas, Ltd. ... 9
Greenman, S., Ltd. 66
Greenwich Leathercloth Co., Ltd. 11

Hancock & Lant., Ltd..... 38
Healey, W. H., Ltd. 36
Hill, Buchanan, Hall, Ltd. 12
Hill, H. H. & W. H., Ltd. 38
Hughes, George H., Ltd. ... 68

Ings, Sydney H., & Son, Ltd. 33

Johnson, Wm., & Son (M/Cr), Ltd. 34

Kershaw, H. E., Ltd. 10
King, Sydney, & Co., Ltd. 20

Lawrence, William, & Co., Ltd. 14
Leach, P., Productions, Ltd. 22
Leathercloth Co., Ltd. Cover iii
Lebus, Harris, Ltd. 40
Lee & Hollomon 24
Levin, M., Ltd. 19

Liverpool Latex Cushion Co. 36
Loncraine, D. C., & Co. 18
Lupton, James, & Sons, Ltd. 24

McCann, R. H., & Co., Ltd. 32
McDonagh, Thomas W., Ltd. 26
Maggs, B., & Co. 36
Manchester Spring Cushion Mfrs. 38
Mandleberg, J., & Co., Ltd. 29
Marcus, L., Ltd. 12
Marshall, F. H., & Co., Ltd. 25
Martin Bros. (Leeds), Ltd. 31
Matthews, C. E., & Co., Ltd. 14
Matthews, S., & Sons, Ltd. 4
Mealing Bros., Ltd. 26
Mersey Bedding Co., Ltd. Cover i
Michell, C. F. (Duraluxe), Ltd. 32

Nathan, B. & I., Ltd. 13
National Savings Committee 16
Nerden, John (Bedding), Ltd. 37
Non-Sag Seating Co., Ltd. 63
Northern Bedding Co., Ltd. 19

Oakden, A., & Sons, Ltd. ... 66
O'Hanlon, Wm., & Co., Ltd. 34

Paragon Furniture, Ltd. ... 22
Parker, A., & Co. (High Wycombe), Ltd. 30
Parslow Furniture 31
Pearson - Page - Jewsbury Co., Ltd. 4
Permanite, Ltd. 33
Peskin, Ltd. 71
Poplar Flock Mills, Ltd. ... 70
Poplar Furniture Mfg. Co., Ltd. 39

Poulton & Nicholson, Ltd. 50
Price Bros., & Co., Ltd. ... 54

R. A. (Postcards), Ltd. (Photo Way) 20
Rapport, M. A., & Co., Ltd. 34
Relaxateze Upholstery 24
Rest Assured Bedding Co. 23
Roberts & Son 38
Rose & Co. 26
Rowntree, W., & Sons, Ltd. 36

Scott, A. (Duride), Ltd. ... 22
Scrivener, R. G. & J. 22
Segal (General Merchants), Ltd. 70
Semple & Co., Ltd. 2
Shannon, W. E. 32
Shear, S., & Sons, Ltd. 16
Sherborne Upholstery Co. ... 24
Simbros, Ltd. 20
Small, David, & Co. 30
Stanton, Greene & Benson ... 32
Steel, W., & Co., Ltd. 2
Stonehill Furniture, Ltd. ... 15
Styles & Mealing, Ltd. 21
Summers, J., & Sons (Furniture), Ltd. ..... Cover ii
Superior Chair Co., Ltd., The 28

Thames Sack & Bag Co., Ltd. 14
Timber & General Mutual Acc. Ins. Assoc. 58
Titanine, Ltd. 65
Tudor Trimmings, Ltd. 30
Tyson & Gill, Ltd. 16

Unida Sprayfab 68

Waldenberg Bros., Ltd. 28
Weisbaum Bros., Ltd. 59
West Bromwich Flock Co., Ltd. 68
Williamson & Kay, Ltd. ... 66
Wilkinson, A. 36
Wilman Bros. 70
Wilson & Pearce, Ltd. 67

Young, G. J., & Co., Ltd. 70

Elwilply

"SUPPLIERS OF FINE VENEERS"

ELWILPLY VENEER CO. LTD.
5-7 KINGSLAND RD., LONDON, E.2.
Telephone: Clerkenwell 4234/5

PLYWOOD
NOW FREE OF LICENCE

IMPORTED AND BRITISH MANUFACTURE
STOCK & PRICE LISTS AVAILABLE ALSO
NATIONAL STOCKS AND CONTROLLED PLYWOOD

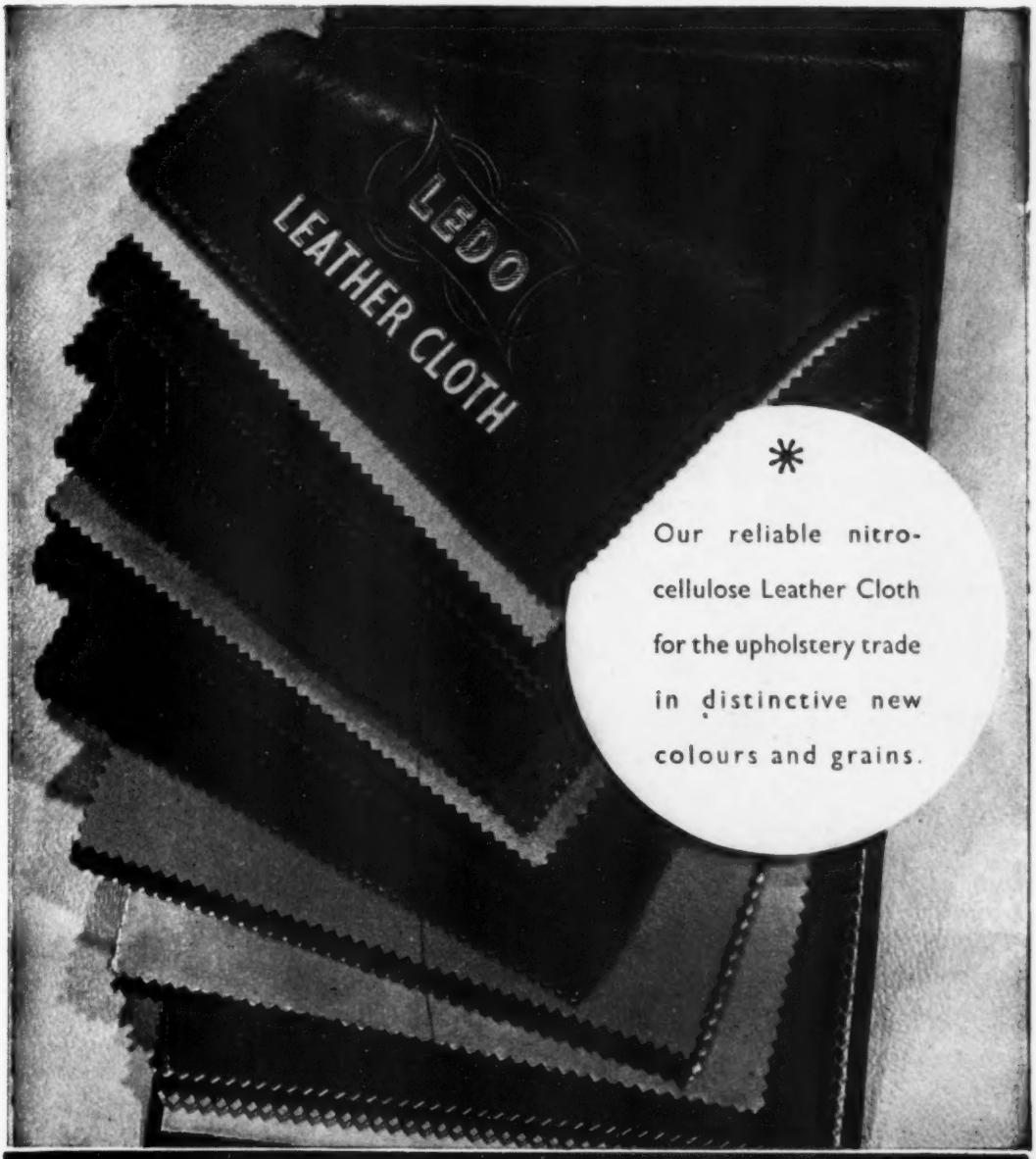
"DONBOARD" Veneered Hardboard
4 m/m. and 6 m/m. thickness in Oak, Mahogany and Walnut—free of licence.

"ARNOBOARD"
Hardboard with decorative plastic surface in various colours.

"ARNOPANELS"
Plastic sheets surfaced with various colours.

Y. GOLDBERG & SONS, Ltd.
8 CITY ROAD, FINSBURY SQUARE
LONDON, E.C.1
Telephone: MONarch 0455
Telegrams: YEGOLPLY LONDON

Published by the Proprietors, Trade Chronicles, Ltd., at their Offices at 180, Fleet Street, E.C.4. Telephone: Chancery 8844.
Printed by Samuel Temple & Co., Ltd., 271b, King Street, Hammersmith, W.6.



Leather Cloth

ESTABLISHED 1857

MANUFACTURERS OF OIL (CROCKETTS) CELLULOSE (LEDO) AND PLASTIC (SYNTHEDE) LEATHER CLOTHS

39-41 CANNON STREET, LONDON, E.C.4.

TELEGRAMS: CROCKETT, LONDON. TELEPHONE: CITY 5757 (5 LINES)

FOR ALL TYPES OF SPRINGING FOR THE BEDDING AND UPHOLSTERY INDUSTRIES

first consult —

BAGSHAW & MORRIS LTD

ESTABLISHED 1857

FAMOUS FOR THE "UPOLPRING" (Regd.) SPRING SERVICE
ALSO STOCKISTS OF UPHOLSTERY AND BEDDING SUNDRIES

TRADE MARK UPOLPRING

LONDON : 74 GREAT EASTERN STREET, E.C.2. Tel.: Bishopsgate 5901 (3 lines)

TOTTENHAM : UPOLPRING WORKS, BERNARD ROAD, SOUTH TOTTENHAM, N.15
Tel.: Stamford Hill 3724-2500

HIGH WYCOMBE : RUSKIN WORKS, OAKRIDGE ROAD. Tel.: High Wycombe 286